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MAD

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#423 NOVEMBER 2002 $3.50 CHEAP!

UNITED STATES

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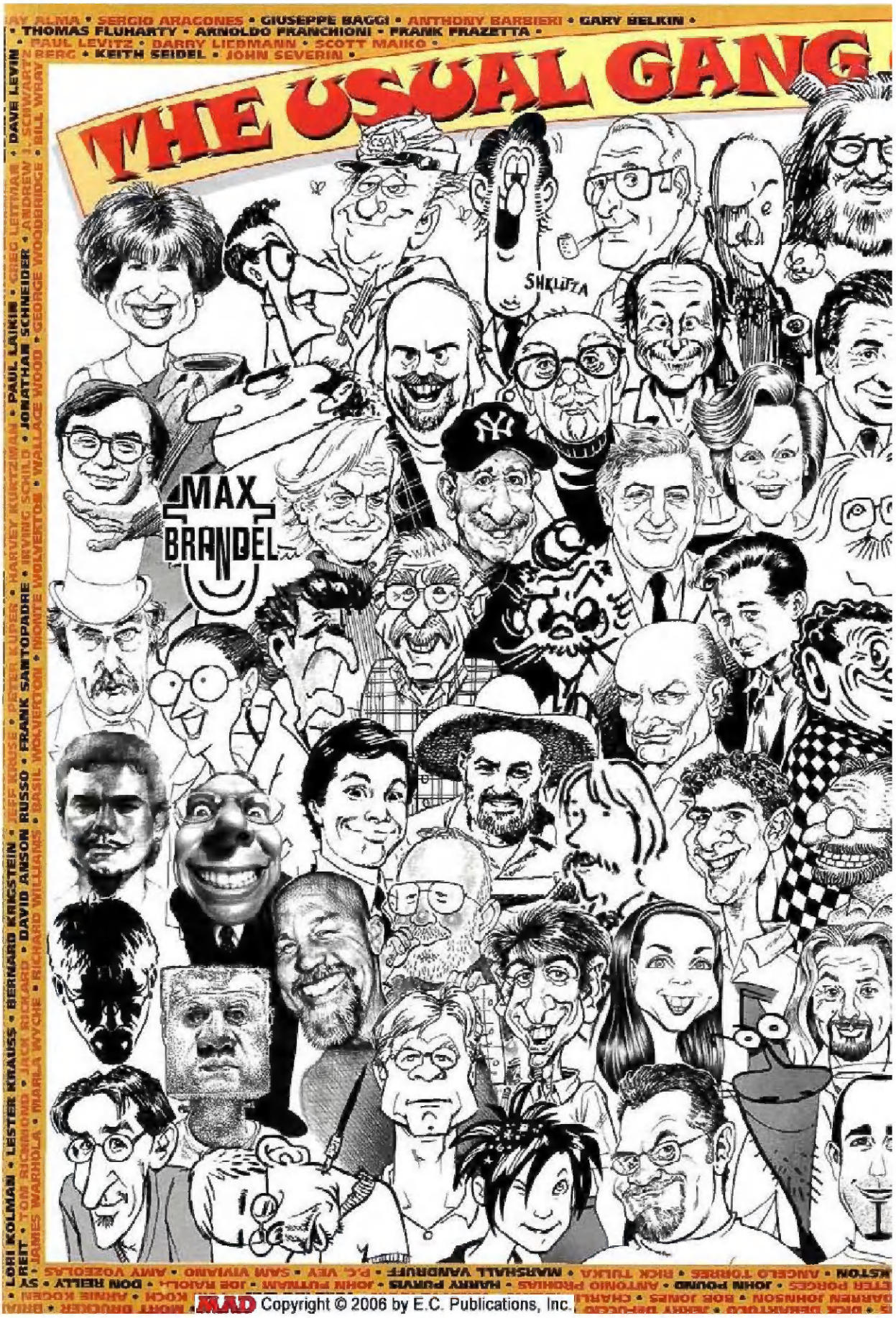

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Naughty little bears

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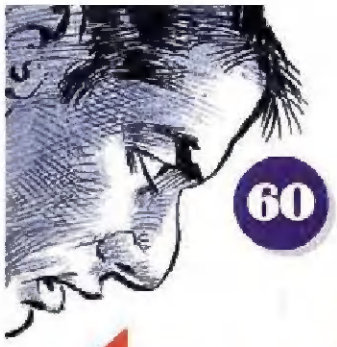


50 YEARS OF STUPIDITY!

NOVEMBER 2002 NUMBER 423

DEPARTMENTS

THE USUAL GANG OF IDIOTS 1952-2002 PULL-OUT POSTER! (Inside front cover)

LETTERS AND TOMATOES DEPARTMENT:
Random Samplings of Reader Mail 2

HANKS FOR NOTHING DEPARTMENT:
"Road to Sedation" (A Mad Movie Satire) 8

MOCK IT ON YOUR CALENDAR DEPARTMENT:
The MAD 50th Anniversary Timeline 1952-2002 16

THE CHAT 'N THE STAT DEPARTMENT:
MAD Deconstructs TV Talk Shows...
This Month: *Late Show with David Letterman* 20

ANGSTER'S PARADISE DEPARTMENT:
Monroe and...PlayStation 2 Part Two 23

AWARD TO THE UNWISE DEPARTMENT:
People Who Should Have Won This Year's Nobel Prizes 28

JOKE AND DAGGER DEPARTMENT:
Spy Vs. Spy 32

SERGE-IN GENERAL DEPARTMENT:
A MAD Look at Advertising 36

THE SCHMUCKS STOP HERE DEPARTMENT:
Melvin and Jenkins' Guide to Breaking Up 40

KNOCK-OFF, KNOCK-OFF! WHO'S THERE? DEPARTMENT:
When Other Magazines Follow *Maxim*'s
"Sex, Beer & Babes" Formula for Success 44

BERG'S-EYE VIEW DEPARTMENT:
The Lighter Side of 47

A WOUND WITH A VIEW DEPARTMENT:
MAD Picks at Celebrity Scabs 49

ALL HAIL SCISSOR DEPARTMENT:
Cents-Less Coupons — Your Money-Saving Circular 51

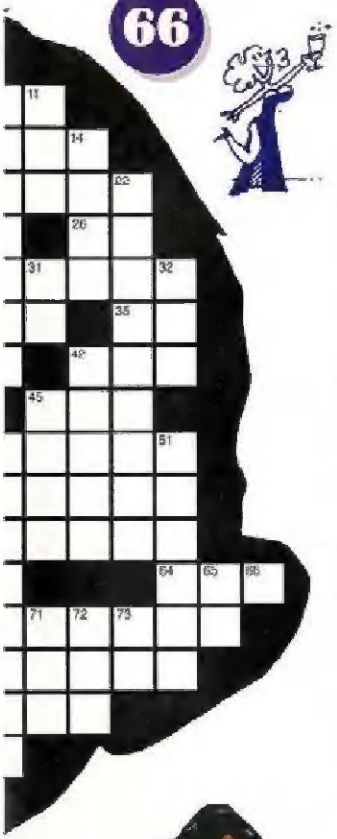
DISLIKE A VERSION DEPARTMENT:
America Online 9.0 Ad 55

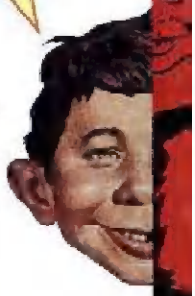
OH, BE HAZED! DEPARTMENT:
The Distinguishing Warning Signs of a Crummy Fraternity 56

WRECKING CRUISE DEPARTMENT:
"Minority Retort" (Another MAD Movie Satire) 60

BLANKS FOR THE MEMORIES DEPARTMENT:
MAD's Ridiculous 50th Anniversary Crossword Puzzle 66

MARGINAL THINKING DEPARTMENT:
"Drawn Out Dramas" by Sergio Aragonés ..... Various Places Around the Magazine





You can avoid many a close shave by not working yourself up into a lather!

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DEFACING THE MUSIC— 1ST MOVEMENT

Congratulations to your front cover artist for using the *Sgt. Peppers Lonely Hearts Club Band* album of the Beatles to illustrate the "50 Worst Things About Music." Still, on the original, Hitler was on the sidelines, but I cannot find bin Laden on your cover (unless he was disguised as the snake?).

Steven Bernard, Geneva, Switzerland

Bernie — Keen eye! Originally, bin Laden was supposed to be on the cover, but at the last minute he backed out citing a scheduling conflict in a photo shoot with Annie Leibovitz for an upcoming *Vanity Fair* cover. By the way, one small correction to your letter — our cover had absolutely nothing to do with the Beatles — it was supposed to be a parody of The Rolling Stones' *Their Satanic Majesties Request*! —Ed.

DEFACING THE MUSIC— 2ND MOVEMENT

In your "50 Worst Things About Music" (MAD #420) you mentioned Satellite Radio as #11. Are you mad? XM Satellite Radio is saving us from the eight crappy songs you hear on FM. XM Radio is modeled after MAD with a copy in every studio. Where else will you find a channel that plays nothing but the world's worst records (like William Shatner doing Beatles songs) or a 24/7 cocktail channel where Don Ho lives with Esquivel. Our metal channels are satanic, our rap channels uncensored and our rock channels play everything in Frank Zappa's library. We have places you can hear Phil Collins, too. We are saving radio.

Lee Abrams, Chief Programming Officer XM Satellite Radio, Washington, D.C.

Leelee — You can't be sirius! You may be "saving radio," but we're saving a whopping $10 a month by not subscribing to XM! —Ed.

DEFACING THE MUSIC— 3RD MOVEMENT

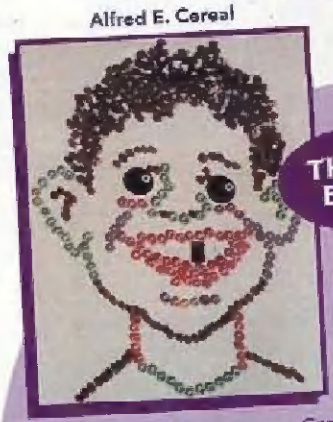
I just read your "50 Worst Things About Music" issue (MAD #420) and I must say congratulations! You guys hit every nail on the head! You guys are probably going to get a lot of nasty mail because of #50 (the oboe). So I'm giving you guys a defense for those damn prudes! As you know, the oboe's claim to fame is that it plays an "A" so everyone can tune up. What people don't know is that only useless tone-deaf morons actually need that "A." So if they'd get rid of the oboe, we wouldn't have any useless tone-deaf morons in the orchestra. Now I play the cello in an orchestra, and I'm always in tune before the oboe plays its annoying whiny moan. It's just an inferior version of the bassoon.

Racer LeVan, Lewisburg, PA

Speed Racer — We've long had a jones for the oboe for just the reasons you articulated so brilliantly. We would love hearing from you about your feelings toward the accordion, the harp and the cowbell! See ya in the pit! —Ed.

Alfred E. Buttons

Alfred E. Cereal



THE BIG EASEL

Back in MAD #420, we challenged readers to create an Alfred E. Neuman face in a medium of their choice. Dave George of Bellflower, CA sent in a photo of his daughters Katie and Kristine holding their peach. Jim Hutchings of Ontario, Canada sent in two portraits, one made from buttons and spools of thread and another from Froot Loops, Nesquik, Count Chocula, Frosted Cheerios and two Oreo cookies. (It's obvious that Jimbo has way too much time on his hands and way too many sugar cereals on his breakfast table!) We continue to seek Alfred contributions in other mediums like pizza, body hair or kitty litter. You name it, we want it! Send pictures to Amy "The Big Easel" c/o MAD Magazine, 1700 Broadway, New York, NY 10019. Don't be bashful, how bad could yours be compared to Jimbo's Froot Loop fiasco!

Katie and Kristine George with their Alfred E. Peach

MAD CELEBRITY SNAPS

I've been a reader since the late 1970s and I've always wondered how it was that people were able to arrange to get their pictures taken with a celebrity and a copy of MAD, thus earning a free subscription. My question was answered in Baltimore's Penn Station, when I met Chris Rock filming his new movie. I think I deserve an extra-special bonus prize since not only did I get a picture of him with the magazine, but with his picture in the magazine.

Jordana Badeu, New York, NY

Jordy — You're right! You deserve an extra special prize — but we don't give extra special prizes, so you'll just have to take the free three-year subscription and be happy, happy, happy — you follow? —Ed.

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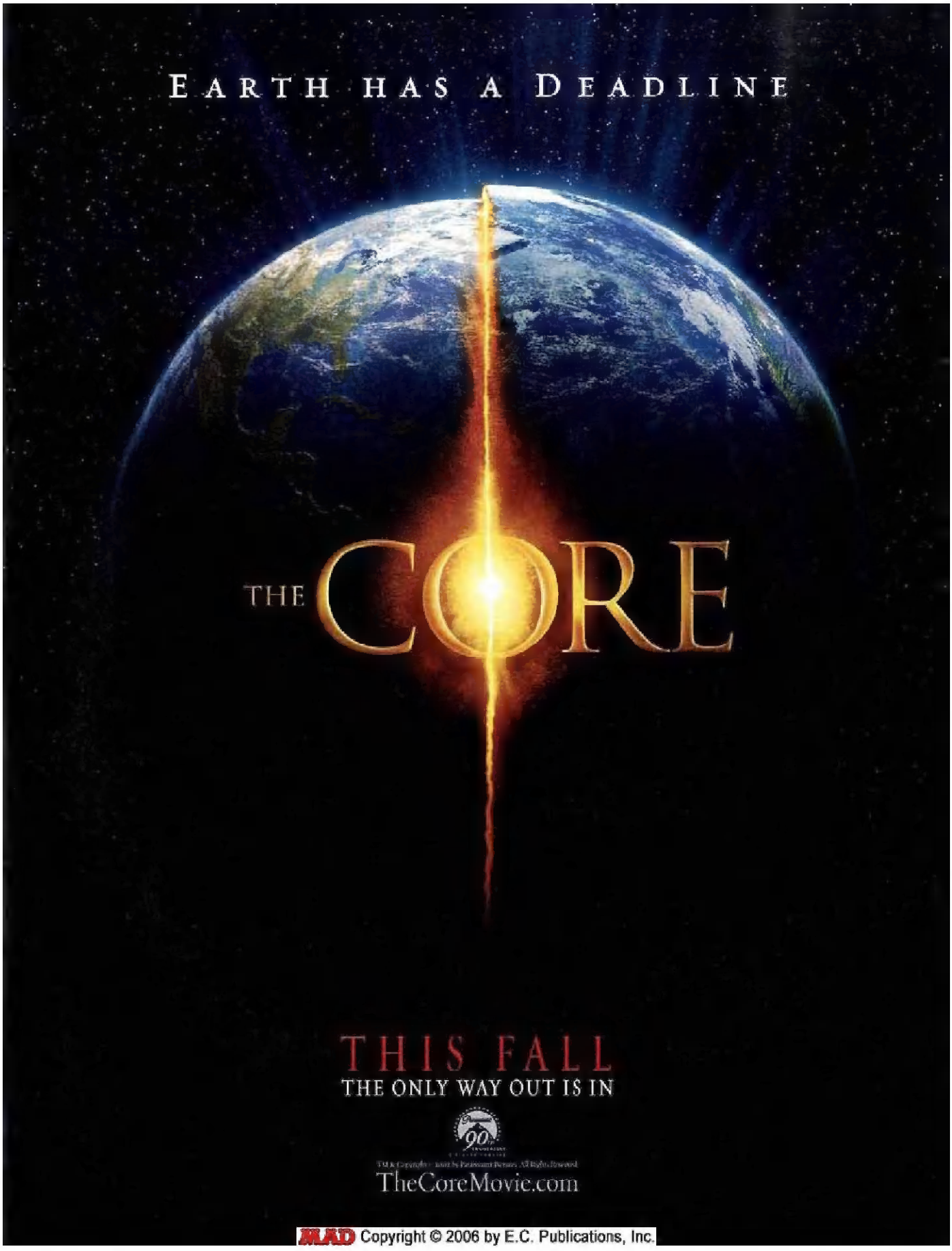

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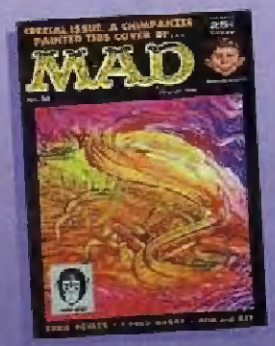
Recently, we asked readers to send a note telling us when they started subscribing to and/or began reading MAD, as part of our 50th anniversary celebration. We received a boat-load of responses — too many to fit on one Letters Page. So beginning in this issue and continuing in the next, we will be reprinting selected highlights from many of the letters we received. Thanks to all who took the time to write!



I have subscribed to MAD since about 1986, But I've been reading it since issue #38, March, 1958.
— Joe Polanin, Greenbelt, MD

I have been a fan for the last 50 years and have had your subscription for the last 25 years.
— Pete Bridges, via e-mail

I have read MAD since about the age of 13 when my mother would buy copies off the newsstand. That was 28 years ago, and I have enjoyed each and every issue.
— Lynn Lanphar,
Robins Air Force Base, GA

I have been a subscriber for five years. It may not seem like a lot, but I have 140 MADs and some of them were given to me by my dad when he was a subscriber at my age (15 years old).
— Preston Simon, Newville, PA

My subscription began with issue #112, July, 1967 as a gift from an aunt in California.
— Tony Avak, Lexington Park, MD

I was a subscriber from the very beginning. It was interrupted when I went overseas in the early 60s. I resubscribed, then went overseas again in the early 80s and then I re-subscribed in 1986 until now. I may not be the longest, but I was there when you were born.
— Mark Zigoris, Cincinnati, OH

I began buying MAD regularly in the late 1950s, and my parents got me a subscription in the early 1960s. After 40 odd years, I'm not only a subscriber, but I have every issue since 1957.
— Maggie Parkhurst, Glendale, CA

I have almost every issue since #97, September, 1965. I missed a few off the newsstand, so this was the impetus to subscribe which started around 1969.
— Marty Plastic, Harrisburg, PA

I have every issue, but recall buying #5 about 20 years ago, as it was the only one I didn't have. Therefore, I didn't subscribe until #6 or #7. I also subscribe for my grandson.
— Robert H. Laird, 3rd, Dresher, PA

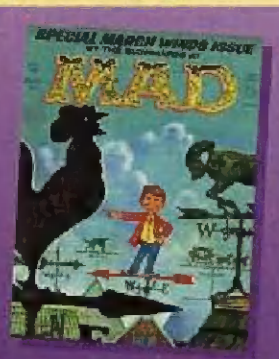
I've had a subscription going since 1986. I'm 27 years old and a member of MENSA. If it's one thing I've learned from all the years of reading MAD it's that there is nothing in this world, no matter how sacred or profane, that is free from ridicule.
— Bill Montbleau, via e-mail

I have been a subscriber since 1957. I have an almost complete collection of MAD. (I'm only missing the first 15 issues.)
— Ira Anekstein, East Northport, NY

I originally subscribed to Mad with #120, July, 1969. I covered the cost with my paper route and lawn mowing money.
— Mark Sommer, Teaneck, NJ

I've been buying every issue since #39, May 1958, but I've only been subscribing since #255, June 1985. I may not have the oldest continuous subscription, but I'm probably the oldest (60 this year) subscriber.
— Gene Phillip, Great Falls, VA

I can attest to my membership from #47, June, 1959. I'm 72 years old and love MAD.
— Jerry Welshoff, Spring Hill, FL



I began subscribing with issue #62, April, 1961. Through college and Vietnam I continued to receive MAD, though my parents had to censor it before sending it along. I often bought MAD at the PX in Vietnam where you could only get *Playboy*, *Penthouse*, *Army Times* and MAD.
— Thomas Stevens, Dover, NH

My association with MAD has been a long one. I was first introduced to it in 1954 when I was serving in the U.S. Army stationed in Germany. Upon my discharge, I continued my career in dentistry commuting between Philadelphia and New York University's School of Dentistry. For educational literature during the commute, I started my subscription in 1957. The first magazine I placed in the waiting room was MAD. Incidentally, that was the only magazine that the kids took home with them. I retired from Orthodontics to pursue a second career in forensics. As we say, things go around and go around. Since September 11th, I have been a part of a team working at the Office of the Chief Medical Examiner of New York helping to identify the victims of the World Trade Center attack. Once again, I am commuting to New York with my MAD magazine under my arm.
— Dr. Norman Goodman,
Phoenixville, PA

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WNW POLL: WHY CLONE WHEN YOU CAN MORPH?

WORLD NEWS WATCH

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Dr. Muto Revealed!

Meet The Man Behind The Morph

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War Over The Worlds
Evil Geniuses Who Want To Rule It All

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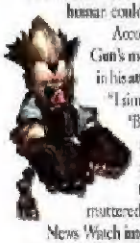
MAD SCIENCE WATCH

The Doctor Is In

screenshots from Revolution's computer entertainment system

Are You A Man Or A Mutoid?
Morph into the strange creatures from a gorilla to a spider using Dr. Muto's amazing Splizz Gun

Use a wide variety of gadgets such a mad scientist could invent such as Rocket Boots and the Super Goldfish



Dr. Muto, the genius mad scientist whose latest experiment accidentally destroyed his home planet, has been the center of a media frenzy with the unveiling of his amazing new "Splizz Gun" technology. Muto's Splizz Gun enables him to mutate and morph with any living organism in order to accomplish tasks no human could achieve alone.

According to Muto, the Splizz Gun's morphing ability will be key in his attempts to rebuild his world. "I simply sample some DNA and 'BANG,' I morph into a mouse, spider, gorilla or any other creature I see fit to become," Muto madly muttered in an exclusive World News Watch interview. "It's not that I am a megalomaniac, I just want to play God."

Muto's technology is receiving so much attention and interest that he will begin selling the Splizz Gun through TV infomercials next month. Also, leading videogame publisher Midway has entered into an exclusive deal with the doctor for the release of an action/adventure videogame based on his bizarre and intriguing life and his Splizz Gun technology. Information about Muto's videogame, simply titled, "Dr. Muto," is revealed on www.drmuto.midway.com, which is a website devoted to Muto's universe of baffling puzzles, mind-bending devices, freakish monstrosities and twisted humor.

Defend yourself against hairy Rent-a-Cops, vicious "Chordes," and other henchmen of your rival, Professor Burnitall

Is Dr. Muto the 21st Century's Einstein, or just another madman? Judge for yourself this fall when "Dr. Muto" the videogame releases for next generation videogame platforms.

PROFILE ON...

Professor Burnitall

As energy magistrate of the Centralis solar system Professor Genius Burnitall has outperformed all expectations for energy production by strip-mining and pillaging the natural resources of every planet in the system; he's a master at raising energy while demolishing a society. But the genius Dr. Muto has become a wrinkle in his expansion plans. We caught up with the professor recently who told us "He's a menace keen on ruining my beautiful energy empire. That ridiculous Dr. Muto believes he can build a planet from scraps of DNA and tears, then steal my energy reserves in the cataclysmal BALL!" Burnitall went on to say that Muto is a renegade terrorist and, "My forces will not sit nothing to destroy the horrible little man, no matter WHAT creature he shapes himself into!"

DR. MUTO

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Fall 2002
PlayStation.2

XBOX

Coming Soon
NINTENDO GAMECUBE

Coming Soon
GAME BOY ADVANCE

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ODDS-FEST

Why, oh why haven't you included "Celebrity Cause-Of-Death Betting Odds" in your magazine lately? The last one was of James Lipton in MAD #417! Please! He's hardly funny enough to leave your readers hanging with. I fear that without the return of one of my favorite monthly features, I may have to start calling your magazine a "piece of crap"! Please bring it back! I'll love you all forever!

Nikki Jilek, Covina, CA

Nikki Sixx — We took the liberty of forwarding your letter to the creator of "MAD's Celebrity Cause-Of-Death Betting Odds," Mike Snider. Since Mike is only allowed to receive mail once a week at his current address, and is not allowed to have pointy, potential weapons such as a pen, it took a while for him to respond. He did, however, send the following note scrawled on the back of an Arizona Diamondbacks napkin in his own blood:

Odds that MAD's Celebrity Cause-Of-death Betting Odds is returning to the magazine's pages: 6,000,000,000,000,000:1

Odds we're going to have pudding tonight: 3:1

Odds that I'm going to jam a fork into that big hooligan from D Ward: 1:1

We hope this answers your question as to why "MAD's Celebrity Cause-Of-Death Betting Odds" hasn't been in the magazine lately, though it may return in 7-10 years! Thanks for writing! —Ed.

HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 423, 1700 Broadway, New York, New York, 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!

An Idiot's Guide to Idiots

Don't know which idiot is which on our inside front cover poster? Be sure to see our next issue for the answer key!

Make A Dumb Wish Foundation™

I want to make a wish for the *Make A Dumb Wish Foundation™*. My wish is for you to tell me what BYPR OHIAS (the Morse Code message) means from the Spy Vs. Spy article in MAD #416.

Michael Cordero, Dolton, IL

Mikey — Once again the *Make A Dumb Wish Foundation™* is able to make a dumb wish come true. We will tell you exactly what it means, in Morse Code, of course!

–•–• ––– •–• ––•• • •–• ––– –––/ ••• •• •–––• ••• / – •••• • /–– ––– –• –•– • –•––/ •––– ••– •• –•–• • |

Thank you for your interest in the *Make A Dumb Wish Foundation™*. —Ed.

MAD FORUM

I've read your magazine for sometime now, and, honestly, I've read the Letters Page maybe...twice, in the middle of the night when I'm trying to fall asleep. On my third time reading this page, I had a thought: Are these letters real, or are they as fake as the ones in *Penthouse*?

Sarah Wilson, Waukegan, IL

Dear Sarah — I never thought I'd find myself writing to you, but I must share with you an incident that happened yesterday as I was reviewing letters to the editor. We received a longing missive from a young woman who confessed that she turns to the Letters Page when she is alone in bed and can't sleep. While she didn't come out and say it exactly, it was clear what was on her mind. When she inquired whether the letters were real, it was painfully obvious that she was really inquiring whether I, Ed., was real or just a fantasy. I wrote and told "S" that oh yes, I am real and that I would be there for her any night she needed help falling asleep. I also asked her to invite a couple of insomniac girlfriends over, oh my! —Ed.

MAD

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Contributing Artists And Writers
the usual gang of idiots

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MAD — 50 Years And Still Going (Downhill!)

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HANKS FOR NOTHING DEPT.
ROAD TO
I once spent six weeks with my father, Mack O' Sullenone, in the winter of 1931. You'll spend six weeks with him too, in this two-hour movie! At least it'll *seem* like six weeks in this incredibly slow father-son journey...
Wow! What a big house!
Please don't say "Big House!"
You work for Mr. Looney, don't you?
Yes. Mr. Looney has been very generous to us! Even though there's a great depression going on, he keeps our family in basics: food, shelter, bullets and a large assortment of fedora hats!
Let's drink to Duncy McGuffin! Duncy McGuffin was a good man! A decent man! An honest man, relatively speaking: I'm almost sorry I ordered him whacked!
What's the Great Depression?
You're looking at it!
You mean the poor people outside in bread lines?
No! I mean an award-winning actress like me, Jennifer Jason Leigh, playing a frumpy wife with only two lines in the film! Now *that's* the
Poor Amy O'Sullenone! Her husband is a murderer for a mob family and she has to live with that!
She's the Carmela Soprano of the 1930's!

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SEDATION

ARTIST: HERMANN MEJIA
WRITER: ARNIE ROGEN

I'm Clunker Looney! I'm part of a long movie tradition — unbalanced sons of mob bosses! I'll put it this way: if Sonny Corleone and Fredo Corleone were Irish and had a child...it would be me!
Hold still, young man!
You're that creepy crime photographer that takes pictures of the dead!
Smile and say "Blood splattered corpse in Kankakee!"
But I'm not dead!
Just wait a few minutes!
Hey, aren't you Frank Nutty?
That's me! First lieutenant to Al Capone! Looney's mob is part of the Capone operation! I'm amazed that John Looney lives this lavishly!
But Looney gets a piece of all the action in this area! All the bootlegging, prostitution and gambling!
This is Rock Island, Illinois! Last month's action was a case of Pabst, two fat ladies and an illegal pinochle game!
This film is about fathers and sons!
It's about nobility in a corrupt world!
It's about betrayal, loyalty and vengeance!
It's about two superstars from two generations! Does Newman still have juice overseas? Does the film have legs to do 300 million worldwide? Will it outgross *Scooby Doo*?
Who are they?
Three film students and the Dreamworks accountant!

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This is a nice bonding moment!
It's been a long time since I played a piano duet with my boss!
You've done this before?
In a movie called *Big!* And it was with our feet!
What does Papa do? What's his job?
Let's put it this way: he puts bread on the table!
He's a baker?
Well, sort of! He makes dough and he fries people's buns!
Now I know what Daddy does for a living! He's not the Silvercup Bread Man! He's a mob hit-man! Well, it could be worse! He could be a stock broker!
Your mother and brother were murdered! We have to leave this house! Pack some things!
Like what? What should I pack?
Your toothbrush, some clothes, oh, and a tiny machine gun might come in handy!
Listen carefully! If anything happens to me go to Reverend Mullen at the First Methodist Church! Do not go to Father Lafferty!
Why? Is Father Lafferty on the mob payroll?
No! He's gay! I don't want my 12-year-old boy near a gay priest!
Gay? You mean he's a "happy" priest?!
In the 1930s it's called "happy"! Seventy years from now the true story will come out!
You mean he's festive?
Look, just LISTEN TO YOUR FATHER!
HOTEL
I'm glad to see you, Mr. Nutty!
I don't know what you're so glad about! There are orders out to kill you!
I realize that! It's just very unique to see an *Italian* mobster in this film!

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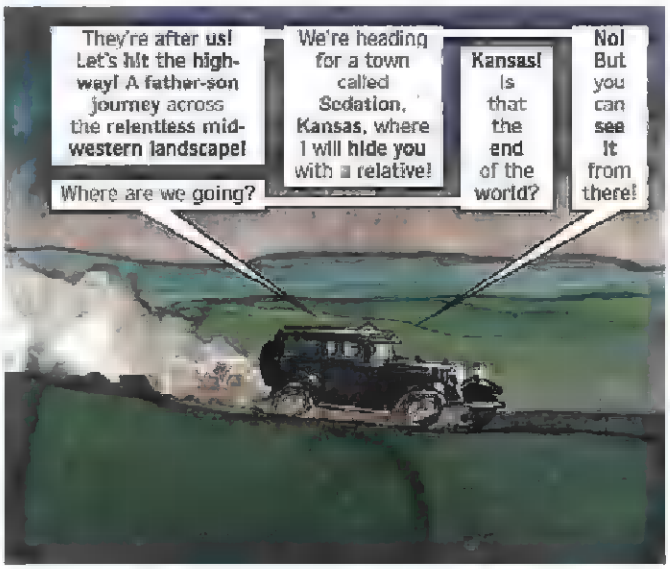
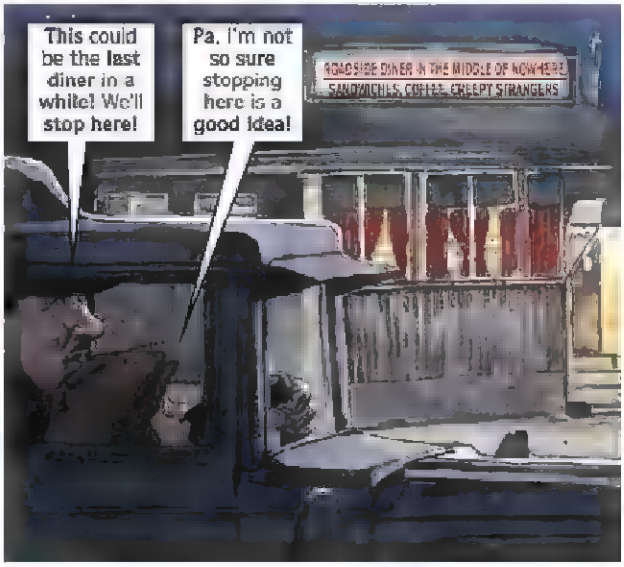
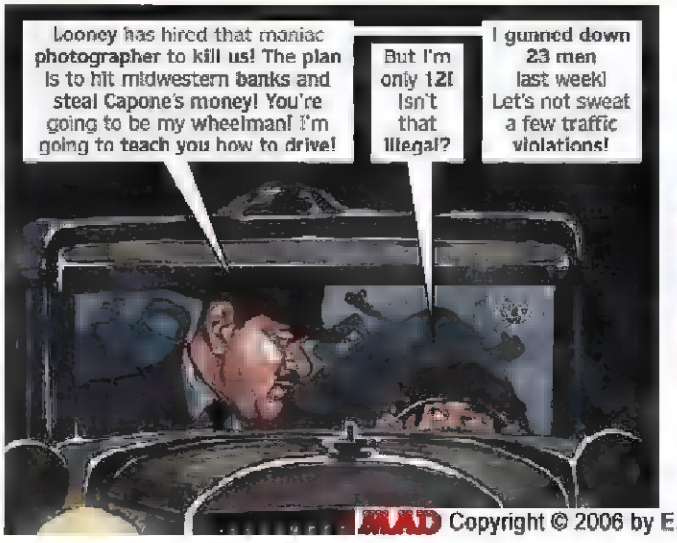

They're after us! Let's hit the highway! A father-son journey across the relentless midwestern landscape!
We're heading for a town called Sedation, Kansas, where I will hide you with a relative!
Kansas! Is that the end of the world?
No! But you can see it from there!
Where are we going?


This could be the last diner in a while! We'll stop here!
Pa, I'm not so sure stopping here is a good idea!
ROADSIDE DINER IN THE MIDDLE OF NOWHERE! SANDWICHES, COFFEE, CREEPY STRANGERS

The name is McWired! I'm a press photographer! I dabble in still life!
Still life?
Well, corpses! I photograph the dead and unmoving! As a matter of fact, I've been taking shots of your performance during this film!
Don't confuse moody and sullen for lifeless!
I won't! But the audience may not be as forgiving as I am!


Looney has hired that maniac photographer to kill us! The plan is to hit midwestern banks and steal Capone's money! You're going to be my wheelman! I'm going to teach you how to drive!
But I'm only 12! Isn't that illegal?
I gunned down 23 men last week! Let's not sweat a few traffic violations!

I'll need you to go a little faster! Sixty feet an hour is not going to do it for us! The movie is slow, but not *that* slow!
That's what you think!
BANK & TRUST

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I'm Mack O'Sullenone! This ■ a stick-up! Give me all the money earmarked for Capone!
Do you two know what you're doing?
We know exactly what we're doing here! We're doing *Bonnie & Clyde* meets *Paper Moon* circa 2002!
Okay, just checking! Here's your money!
McWired! You again! How'd you find me?
Like it's real hard to track ■ car driving across the heartland with a 12-year-old boy at the wheel! You're not going to win this shootout, O'Sullenone!
Really? You photograph the dead, right?
That's right!
I'd set up your camera equipment and I'd start posing for your own picture!
Pa, you're wounded! I'll look for a hospital!
Hospitals don't exist in these Depression-era movies! Look for a farmhouse with a kindly elderly couple! They have one every two miles!
Thank you kind farm couple for taking in two total strangers, giving us shelter, surgically removing the bullet from my father and helping us bond!
This is what farm families do in Depression-era movies! The Midwest is full of families like us!
At least you're local! A family in the next county took in a young fella who lived a bit further away! For a time they had their hands full keeping him grounded!
Who was that?
It was the Kent family over in Smallville! The boy came from ■ place called Krypton, if memory serves me right!
Hello, John! Your son Clunker has been stealing from you!
I know! My son's a nogoodnik! Look, Mack, let's avoid bloodshed! Let us both pray for guidance from a higher being! The one who watches over us and has the power to punish and the power to forgive!
It's too late! God can't help us!
Who said anything about God? I'm talking about Al Capone!
Pa, what are you going to do?
Let's put it this way: I'm going to the bakery! I'm about to deliver a loaf of dead!

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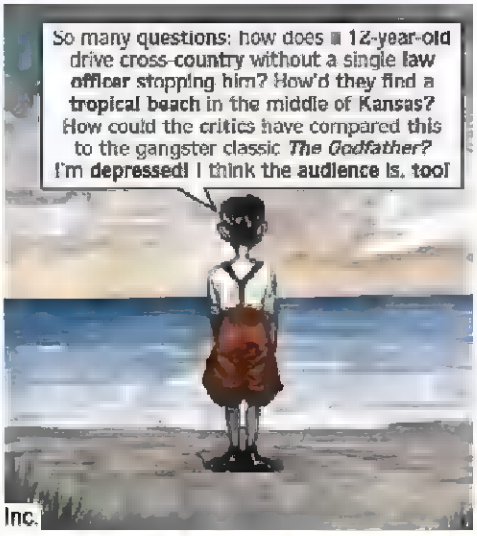
This is the most beautifully-filmed cold-blooded massacre I've ever seen!
It's a pleasure to have my guts spilled in a blood-bath so cinematically stylized and artsy!
If I have to die, I'm glad it's in slow motion!
With the pace of this film, how can you tell when it's slow motion?

Here's tomorrow's headline! "John Looney sleeps with the fishes, dies in Lake Michigan"!
This is not Lake Michigan!
If this rain keeps up, it will be in ten minutes!

You think we'll be safe here?
Are you kidding? I was cast away on this deserted island for seven years and nobody found me! We're pefectly safe here!


So many questions: how does a 12-year-old drive cross-country without a single law officer stopping him? How'd they find a tropical beach in the middle of Kansas? How could the critics have compared this to the gangster classic *The Godfather?* I'm depressed! I think the audience is, too!

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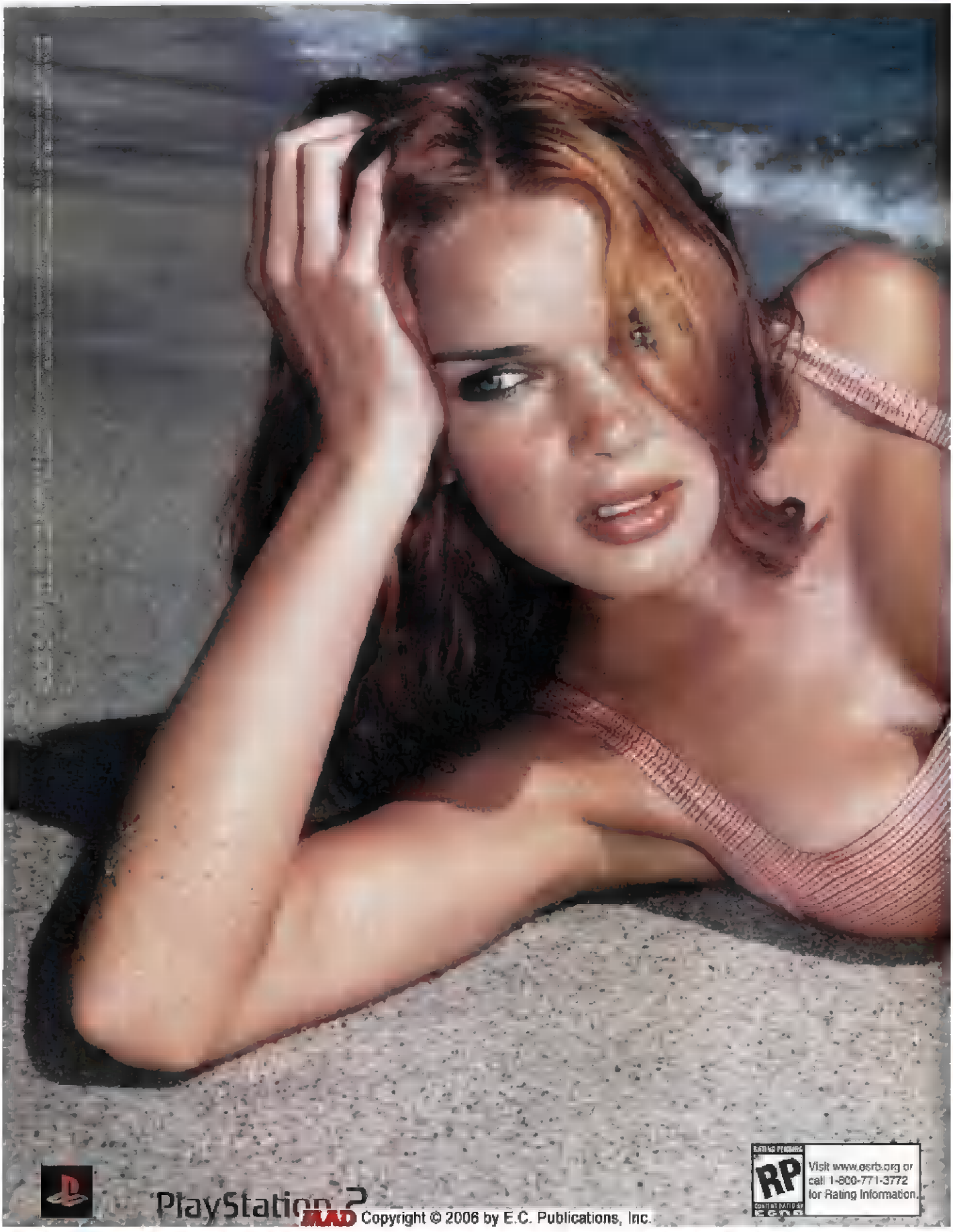

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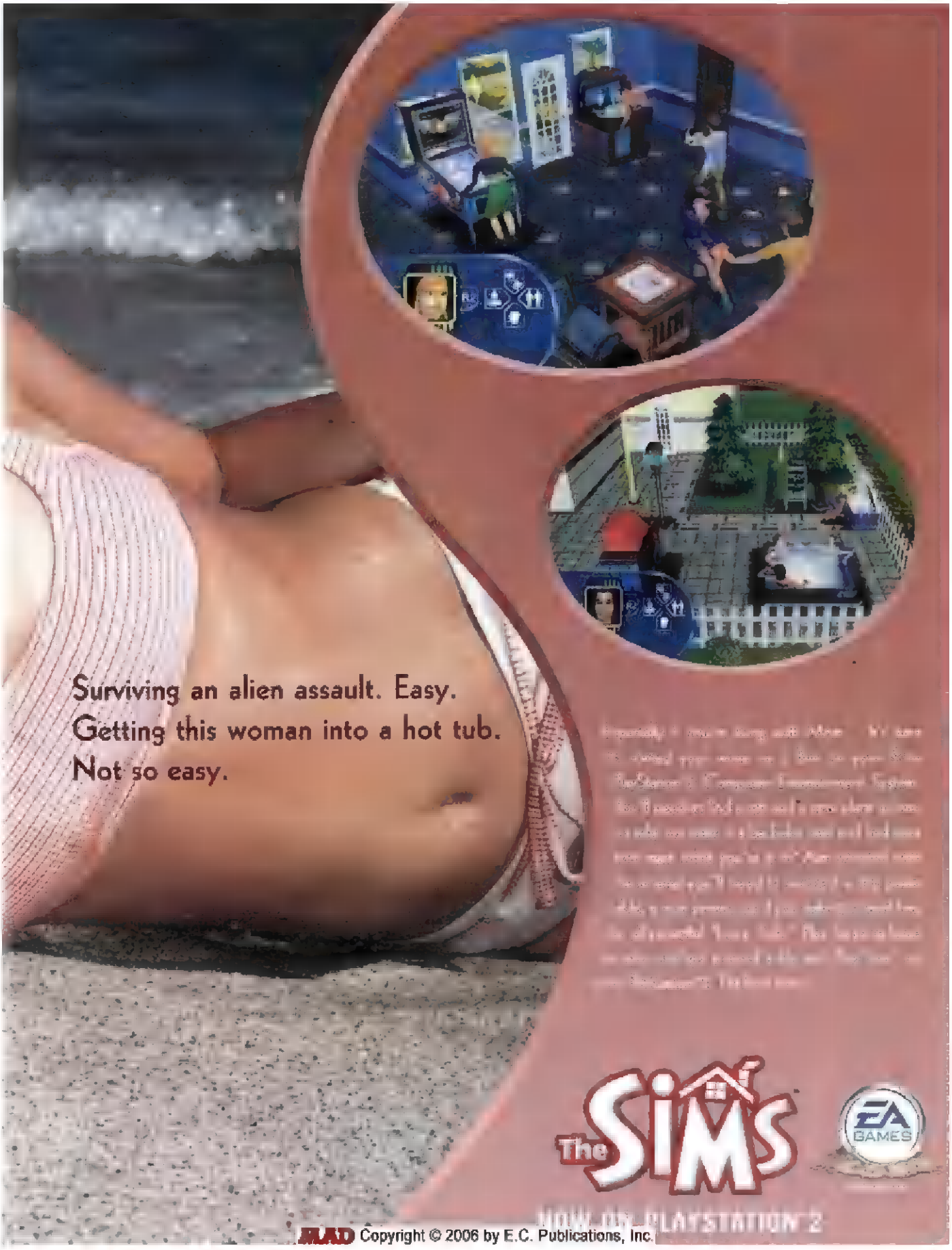

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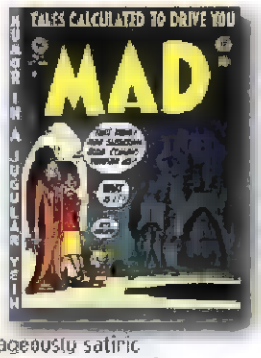
MOCK IT ON YOUR CALENDAR DEPT.

For fifty years, MAD has been a staple of bedrooms, living rooms, dorm rooms and recycling bins. And in that half century, the magazine has seen its share of highlights (driving a subtle, yet effective, wedge between Tom Cruise and Nicole Kidman) and low points (the tragic East Coast/West Coast publishing war that claimed the lives of so many contributors). But in terms of amazing developments and captivating achievements, MAD's history is rivaled only by that of our own country — but with slightly fewer intern-related scandals. So enjoy our timeline and remember — while those who don't learn from history are doomed to repeat it, those who learn *anything* from MAD's history are doomed, period!

The MAD 50TH ANNIVERSARY Timeline 1952-2002

OCTOBER 1952

William M. Gaines' E.C. Comics, known for *Tales From The Crypt* and *Weird Science*, publishes the first issue of **MAD**. Edited and written by Harvey Kurtzman, it features four wild and outrageously satiric stories spoofing E.C.'s own comics.



DECEMBER 1954

MAD Magazine is born (#24). Gaines and Kurtzman turn **MAD** into a bi-monthly, black-and-white magazine. More importantly, they get to raise the price from 10 cents to a quarter!

JULY 1955

Although it will be another year before he's named and adopted as **MAD**'s official mascot, Alfred E. Neuman makes his first appearance on the border of **MAD** (#24) as the "What-Me Worry?" Kid.

SEPTEMBER 1956

Al Feldstein takes the helm as **MAD**'s Editor (#29), a position he clings to for the next 28 years till he retires. (His thinking is, "Who else will hire me?")

OCTOBER 1956

MAD announces the candidacy of Alfred E. Neuman for President, the first of an endless string of unsuccessful campaigns (a losing streak that will one day be challenged by Al Gore).

SEPTEMBER 1960

William Gaines brings the **MAD** staff to Haiti, where they pay a surprise visit to their lone Haitian subscriber and beg him to renew. He does. Thus, the **MAD** trips are born, and over the years "The Usual Gang Of Idiots" travels around the world, visiting Europe, Asia, South America and Africa. Ugly international incidents during these trips

JANUARY 1961

"Spy vs. Spy," the creation of Cuban refugee Antonio Prohias, makes its first appearance in **MAD** (#60). At the time, Prohias only speaks three words in English, two of which are "spy."

OCTOBER 1961

"The Lighter Side of..." debuts (#66). Oddly, even after 240 installments, creator Dave Berg never got around to doing "The Lighter Side of the Chemical Reaction Between Salicylic Acid and Boron."

JANUARY 1963

Sergio Aragonés' "Drawn Out Dramas," the little cartoons that appear in the margins of **MAD**, debut (#74). Eye doctors everywhere rejoice.

MARCH 1964

MAD wins a victory over the music publishers for Irving Berlin and an army of songwriters when the U.S. Court of Appeals rules that the magazine has the right to parody their songs. The Supreme Court refuses to hear the songwriters' appeal, thereby setting a precedent for ruling in favor of idiots—which George W. Bush would benefit from in the 2000 election.

The ***MAD*** *Reader*, the first in a popular series of over 200 forgettable **MAD** paperbacks, is published by Ballantine Books. Educators note a sudden, inexplicable drop in student reading scores that continues to this day.

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MAD's "Snappy Answers To Stupid Questions" debuts (#18). *Has this feature run for four decades because readers love it? No,* **MAD** *has just been honoring an ill-advised 40-year contract with Al Jaffee!*

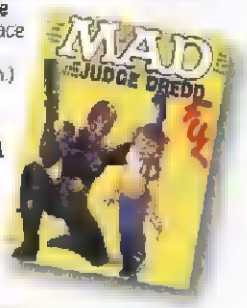
MAD #161, featuring a spoof of *The Poseidon Adventure* illustrated by Mort Drucker, becomes the best-selling issue in the magazine's history. Like the Poseidon itself, we've been sinking ever since!

At Feldstein steps down as Editor and is replaced by Co-Editors Nick Meglin and John Ficarra, who to this day continue to fight over who's *really* in charge.

In a cheap response to *Playboy's* "fold-out" centerfold, "The **MAD** Fold-In" premieres (#26) and cheap gorks around the globe begin the loathsome practice of folding-in the back page and leaving the store without purchasing the issue.

MAD writer Dick DeBartolo's article "Some 'Purchase Tags' Few People Ever Get To See," is published (#103), beginning his incredibly moronic (and ongoing!) streak of writing an article for every issue of **MAD**— which now stands at a truly stupefying 321!

Richard Nixon, as drawn by Jack Davis, makes his record sixth appearance on a **MAD** cover (#246). Five years later Sylvester Stallone will equal Tricky Dick's "achievement" with his sixth cover appearance (#338). (George Dubya and Bill Clinton are tied for second place with five cover appearances each.)



APRIL 1964 · SEPTEMBER 1964 · OCTOBER 1965 · JANUARY 1966 · JUNE 1966 · APRIL 1970 · SEPTEMBER 1973 · APRIL 1980 · JANUARY 1985 · SEPTEMBER 1987 · JULY 1990 · JANUARY 1991

CONTINUED ON NEXT PAGE

Don Martin coins the sound effect "SPUSH!" (#84).

A young Chevy Chase writes his first and only article for **MAD** (#134), a career move he will come to regret even more than his decision to appear in *Vegas Vacation*.

MAD lends its name to *Up The Academy*, a movie so bad (even by Hollywood standards!) that publisher William Gaines pays tens of thousands of dollars to have all references to the magazine removed from the subsequent video release

At the first **MAD** art auction, long-time **MAD** fans Steven Spielberg and George Lucas waste a lot of money to purchase original **MAD** cover art spoofing many of their movies. Spielberg, who is completely out of control, also buys the cover of **MAD** #1.

MAD hits Off-Broadway! *The* **MAD** *Show* starring Linda Lavin and Jo Anne Worley, among others, begins a two-year run at the New Theater. (Some people even come to see it and one actually sits through the entire production!)

In celebration of the magazine's 35th anniversary, CBS' *60 Minutes* broadcasts a feature on **MAD**, reported by Morley Safer. Critics point to this as the dawning of irresponsible journalism by network news organizations.

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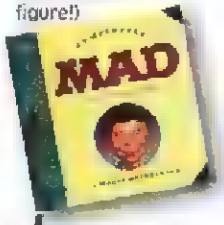
The MAD 50TH ANNIVERSARY Timeline 1952-2002

OCTOBER 1991

Completely **MAD**, the official history of the magazine, written by Maria Reidelbach and published by Little, Brown & Company, hits bookstores and becomes an immediate best-seller. (Go figure!)



JUNE 1992

MAD's Founder and Publisher William M. Gaines dies in his New York City apartment at age 70. Since then, his attendance in the office has been spotty at best.

OCTOBER 1993

To settle the ongoing debate, **MAD** (#322) holds the definitive Alfred E. Neuman lookalike contest between Prince Charles, Ted Koppel and David Letterman.

Letterman finishes a distant third and Koppel is the runner-up. Prince Charles finishes first with 38.2% of the vote and wins the *uncoveted* grand prize—a free **MAD** subscription.

SEPTEMBER 1994

DC Comics' Jenette Kahn and Paul Levitz become **MAD**'s new Editor in Chief and Publisher, respectively. They vow to continue to maintain the magazine's tradition of stupidity, and that between them, they will continue to maintain William Gaines' body weight.

OCTOBER 1995

MADtv, a new sketch comedy show, premieres on FOX. Across the nation, viewers scramble for their remote controls.

Monroe debuts (#356). Readers who complain that Duck Edwing is in questionable taste now *really* have something to complain about.

MARCH 1997

MAD is featured in Howard Stern's movie, *Private Parts*, continuing the magazine's long history of film appearances dating back to the Beatles' *A Hard Day's Night*. (In some circles, Alfred is frequently referred to as "the seventh Beatle.")

APRIL 1997

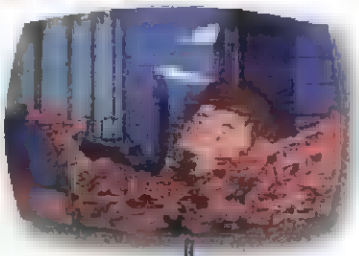
JANUARY 1999

MAD's first annual run-down of the "20 Dumbest People, Events and Things of the Year" (#377) appears. The editors' original intent to choose the "2,000 Dumbest People, Events and Things of the Year" had to be scrapped due to space considerations.

AUGUST 1999

Totally **MAD**, a complete collection of every issue of **MAD** through 1998, debuts on CD-ROM. Since it only runs on PCs, Mac users everywhere rejoice.

In an episode of *The Simpsons*, the offices of **MAD** are blown to smithereens. We like to think it was an "homage."



JUNE 2000

madmag.com is born. Three months later, the Internet economy totally collapses.

FEBRUARY 2001

MARCH 2001

MAD goes to a new color format and begins accepting ads. Critics say William Gaines is "spinning in his grave," but he's not. He was cremated.

OCTOBER 2002

MAD celebrates its 50th anniversary in a blatantly self-congratulatory and totally pointless timeline.

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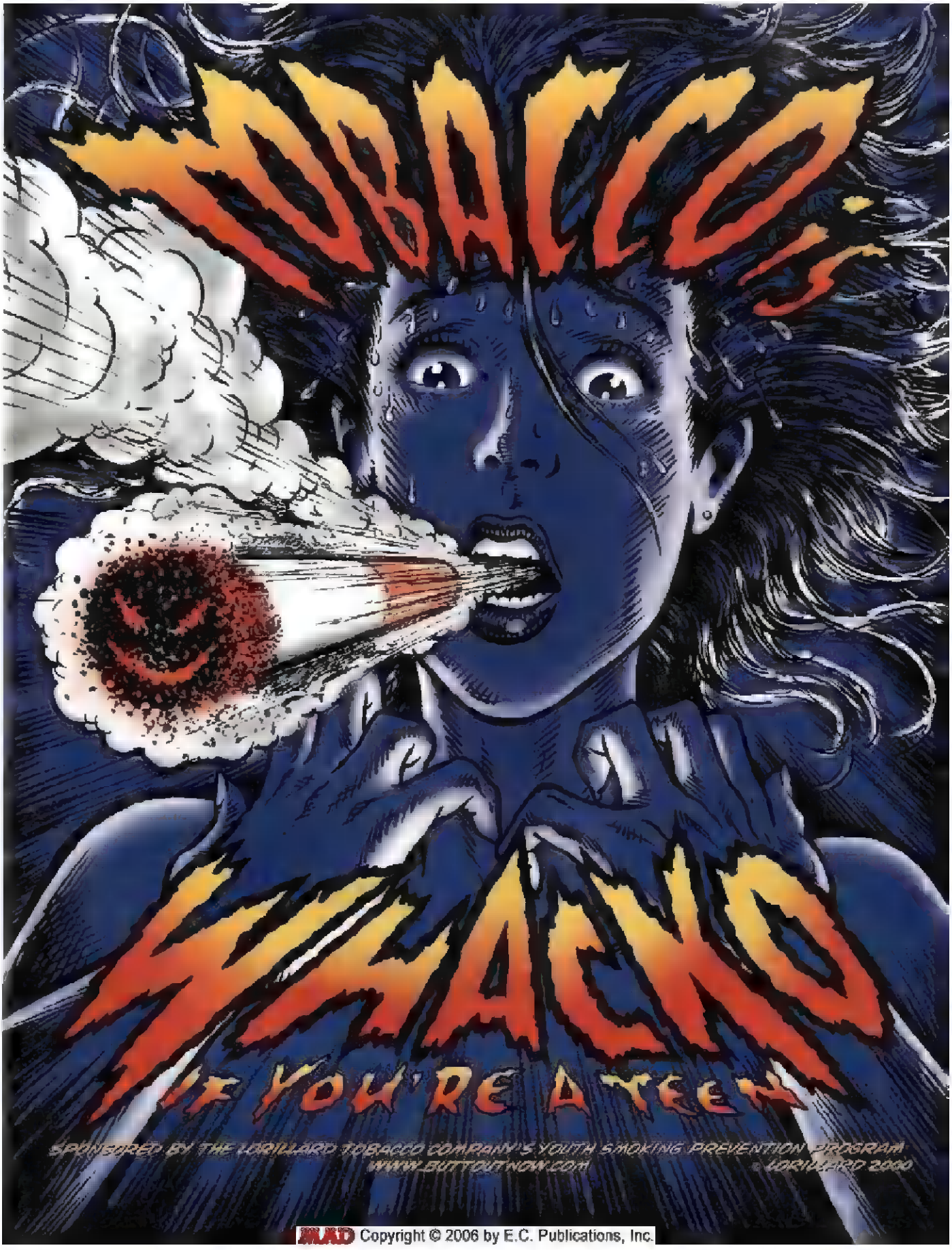

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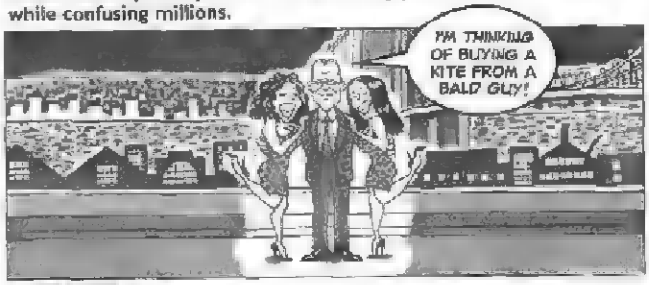
THE CHAT 'N THE STAT DEPT.

Recently we here at MAD debuted a new muckraking series in which we debunked the popular myth that TV talk shows are free-wheeling, unrehearsed forums. Our research proved that all talk shows are actually over-planned, tightly-scripted snore-fests. Last time we turned our spotlight on *The Tonight Show With Jay Leno*. We now continue our series as...

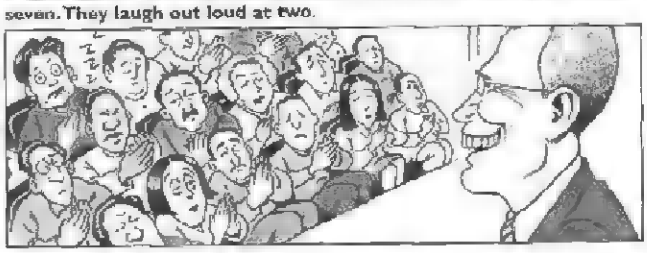
MAD De TV TalkS

11:35 Pre-taped introduction showing colorful scenes of New York City. Enjoy taking this video tour while you can. As soon as the intro ends, 95% of the show is shot inside a generic studio, with the remaining 5% being taped in the same one-block radius.

11:36 David Letterman walks onstage. He begins the show by making a cryptic reference that only the studio audience can possibly understand, thereby pandering to 300 people while confusing millions.

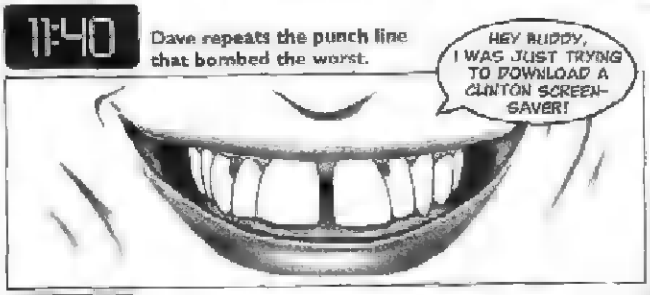


11:37 Opening monologue. Of the seven jokes Dave tells, the audience applauds wildly at the conclusion of all seven. They laugh out loud at two.

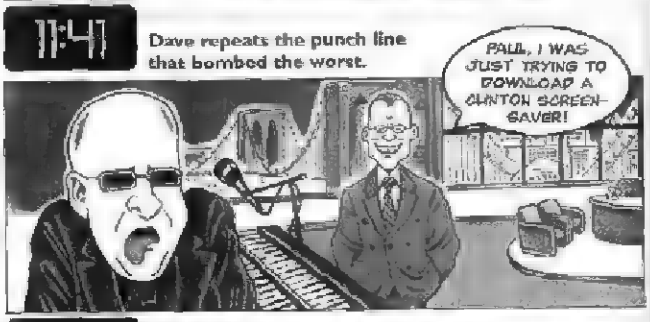


11:39 Dave repeats the punch line that bombed the worst.

11:40 Dave repeats the punch line that bombed the worst.



11:41 Dave repeats the punch line that bombed the worst.



11:42 Dave repeats the punch line that bombed the worst, this time in a "dumb guy" voice. The audience, realizing this will go on for another 40 minutes unless they do something, applaud.

11:43 Dave does a "found comedy" sketch featuring mumbling stagehands, his self-important announcer or dull-witted tourists. After enough times hearing the audience cheer when a deli owner says "That's right, Dave," even Dave's lazy writing staff begins to believe that this C+ material is gold.

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constructs hows

THIS MONTH: LATE SHOW *with David Letterman*

11:52 To create an atmosphere of false excitement, Paul Shaffer's band sings the name of the comedy skit to the same interchangeable music as the last 700 skits. For instance, if the skit is "Calling a Pay Phone," they sing, "Calling a paaaaay phooonne!!!!" But if it's a prop comedy segment called "Celebrity Snow Globes," the band sings, "Celebrity sneeeewww glooobbbes!!!"

12:01 It's the Top Ten List. The #10 line doesn't have to be funny, because people are still easing into the premise. The #6 and #5 lines don't have to be funny, because they're caught in the transition between the first screen of jokes and the second one. The #1 line doesn't have to be funny, because they can jazz it up with swooping graphics and blaring music. There's no explanation for #9, #8, #7, #4, #3 and #2, though.

12:03 With the show more than half over, the first guest arrives. They repeat Dave's earlier punch line that bombed, and receive a standing ovation.

12:04 Dave just barely chokes back his utter contempt for the guest and for show biz in general. If you listen closely, you can almost hear the angry fat re-congealing around his heart.

12:23 A fresh new standup comedian with "New York City attitude" can mean only one thing: the music act cancelled.

12:33 Dave announces tomorrow night's guests with the same palpable joy in his voice that's usually reserved for taking the family aside in cancer wards.

12:34 As the Worldwide Pants logo flashes onscreen, the announcer says something uproarious like "I like cake," or "Scratch this, Pedro," or "That's oblong," or something else apparently scripted by a Ouija board. In comedy lingo, this type of joke is called a non sequitur. "Sequitur" is Latin for "funny."

ARTIST: RICK TULKA

WRITER: DESMOND DEVLIN

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Hit reset, it's

MONROE and... PLAYSTATION 2

PART TWO

IN OUR LAST EPISODE...
OMIGOD! YOU GUYS GOT ME PLAYSTATION 2!
THAT SHOULD SHUT YOU UP.
AND HOPEFULLY RENDER YOU BLIND! NOW GET BUSY RUINING YOURSELF, BOY, SO WE CAN SUE US SOME SONY MONEY!
HERE YA GO, SPORT. I PICKED YOU UP A NEW GAME FOR YOUR VIDEO THINGY.
GRAND THEFT AUTO III!
WOW! THANKS! AND LOOK, THE SECURITY TAG IS STILL ATTACHED.
HOW ABOUT THAT. YEAH, YOU SEEMED LIKE YOU WERE GETTING TIRED OF PLAYING THAT DEMO DISK.
DUH! I COULDN'T PLAY IT BECAUSE, HELLO, IT WAS A DEMO DISK.
WELL, IF IT WAS TOO HARD FOR YOU, THAT'S YOUR PROBLEM. NOW GET PLAYING! THE FASTER YOU PLAY, THE FASTER YOU CAN DEVELOP SOME SORT OF REPETITIVE MOTION PROBLEM AND THE FASTER I CAN FILE A LAWSUIT AGAINST SONY!
COOL! CAN I STAY UP LATE?
YOU BET! I'LL FIX YOU SOME HIGH-OCTANE COFFEE.
I COULDN'T SLEEP. WHAT IN THE HELL IS THIS SHOW YOU'RE WATCHIN'?
IT'S NOT A SHOW! I'M GONNA BE THAT GUY THERE. HE'S A LOWDOWN DIRTY CARJACKER.
JUST LET ME TAKE A QUICK PEEK AT THE MANUAL...
SCREW THE MANUAL -- JUST CHANGE THE CHANNEL! A RERUN OF MURDER, SHE WROTE WITH THAT FOX, ANGIE LANSBURY, IS ON.
JUST A SECOND... CONTROL ACCELERATOR... BRAKE...
YESSIREE. SLICE ME OFF A CHUNK OF THAT ANGIE...
3 HOURS LATER...
HOW'S IT GOING, SPORT?
OH, UM, OKAY I GUESS...
WHEW. 3 A.M.! I'VE BEEN AT THIS FOR FIVE STRAIGHT HOURS. I'M FEELIN' KIND OF WOOZY. I NEED SOME REST.
NONSENSE. I MADE YOU A FRESH POT OF JOE. I EVEN CRUSHED UP NO-DOZ TABLETS FOR A LITTLE EXTRA KICK! BOTTOMS UP!
OKAY -- I'M READY...
...ONLY FIFTY-SEVEN MISSIONS TO GO...

ARTIST: BILL WRAY WRITER: ANTHONY BARBIERI

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MONROE
LIBERTY CITY. I'M COMING IN...
LIBERTY BANK
WOW!! LOOK AT ALL THIS DOUGH FROM THAT BANK ROBBERY!
WHATEVER.
WHAT ARE YOU DOING WITH THAT GUN, SWEET STUFF?
I'M GONNA SHOOT YOUR SORRY ASS! GOD, DIDN'T YOU EVEN SEE THE INTRO TO THE GAME?
HEY, LOOK, THE IDIOT WHO ROBBED THE BANK ISN'T REALLY DEAD!
HOW CAN YOU TELL?
WELL, THE GAME HASN'T RESET TO THE BEGINNING!
YOU'RE GOING OFF TO PRISON FOR A LONG TIME, BUDDY.
WAIT! WHAT ABOUT DUE PROCESS?
HEY, IF ATTORNEY GENERAL JOHN ASHCROFT DOESN'T NEED IT, WE DON'T EITHER!
HEY, BUDDY. WHAT HAPPENED TO YOU?
I GOT SHOT BY MY LADY, B-BALL!
WHOA, DIDN'T YOU SEE THE INTRO?
I'M OUTTA HERE, I NEED TO MAKE SOME FAST MONEY.
WELL, LET'S SEE... I'VE GOT FORTY BUCKS ON ME. HOW ABOUT YOU START WITH A NICE CALF RUB, THEN...
FORGET IT, IT'S TIME FOR ME TO STEAL SOME CARS!

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NO, I WAS TOO BUSY TRYING TO FIGURE OUT THE CONTROLLERS.
WELL, YOU SHOULD HAVE BEEN FIGURING THIS!
BLAM!
SHE DOES HAVE A POINT THERE.
HOW ABOUT WE TAKE HIM BACK TO THE STATION-HOUSE AND RAM A TOILET PLUNGER UP HIS..
WHOA! WHAT'S GOING ON?!
WE'RE SPRINGING THIS LITTLE FREAK!
OH NO! THE GEEKY BANK ROBBER GOT AWAY!
SCREECH!
GOOD RIDDANCE. I DON'T CARE IF HE'S THE STAR OF THE GAME, THAT LITTLE TWERP WAS SKEEVY EVEN FOR LIBERTY CITY.
YEAH. LET'S GO FIND SOME TRANSVESTITE HOOKERS TO SHAKE DOWN!
OH, FER CHRISSAKE. THE SCHOOLBUS IS HERE, AND YOU DIDN'T EVEN MAKE US BREAKFAST YET.
HUH? SORRY, CAN'T TALK. GAMING.
THAT'S MY BOY! STILL AT IT! ANY THROBBING HEADACHES YET? BLOOD FROM THE EARS?
I MUST COMPLETE MY MISSION.
YOU MUST GET YOUR ASS ONTO THAT BUS!
HEY, IT'S IMPORTANT THE BOY GETS HIS TWENTY HOURS A DAY OF PRIME TIME GAMING IN.

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Monroe

ALL RIGHT, HE CAN SKIP SCHOOL BUT I BETTER SMELL SOME BREAKFAST SOON.
ONCE I COLLECT FROM SONY FOR ALL THE DAMAGE THEIR GAME SYSTEM HAS DONE TO THE BOY, YOU'LL BE ABLE TO HAVE BREAKFAST IN Monte Carlo!
I'M GOING BACK TO BED.
RIGHT BEHIND YA! GRRR!
OH GOD! I'M TOO LOCKED ON TO EVEN BE DISGUSTED BY THAT. YIKES!
HOP ON IN.
TO THE ZOO.
ZOO? FORGET IT.
WHY?
BECAUSE THE GRAPHICS DESIGNERS BARELY FINISHED THE CITY. THEY'LL MILK OUT A GRAND THEFT AUTO V BEFORE WE SEE A "ZOO."
WHOMP!
WUMP!
I CAN'T BELIEVE I GOT MONEY FOR RUNNING THOSE TWO OVER. I SHOULDA DONE THAT AGES AGO.
LOOK AT HIM. HE'S A MESS.
I DUNNO, HE DOESN'T LOOK ANY WORSE TO ME THAN BEFORE WE GAVE HIM THAT DAMN GAME. ANOTHER ONE OF MY GREAT PLANS HE MANAGED TO SCREW UP!
DIE!

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YOU. OUTTA THE CAR.
OMIGOD, A HATE CRIME! I LOVE AMERICA! USA NUMBER ONE!!
RELAX. YOU'RE JUST BEING CARJACKED.
Whew! Allah he praised. Death to America!
SCREECHH!
TAXI!
AMMU-N
WHAT THE -- DYLAN AND JOLINDA! THIS IS GREAT!
TAXI
OMIGOD! YOU'RE STILL ALIVE!
BETTER THAN THAT, BABE. I HAVE AN UNLIMITED LIFE CHEAT CODE!
SCREEECHH!!
I'M GETTING OUT OF HERE.
I DON'T THINK SO, SPORT! IT'S TIME FOR SOME MIND-WARPING GRAPHIC VIOLENCE!!
OH COME ON. I WAS KICKING ASS!
FORGET IT. THIS THING AIN'T WORTH THE ELECTRICITY IT'S BEEN COSTING ME!
Fuck!
ONE MORE CHANCE. I PROMISE IT'LL SCREW ME UP MORE!
FORGET IT. YOU'RE ALREADY BOTTOM OF THE BARREL, KIDDO. COULDN'T DO NO WORSE.
WELL, IT WAS WORTH A SHOT.
SHOT? HEY, LARRY AT THE BAR'S GOT A KID MONROE'S AGE! I'LL UNLOAD THIS ON HIM. OUGHTA FETCH US A COUPLE ROUNDS AT LEAST!
But what
I'LL GET MY COAT.
I GUESS I SHOULDA SEEN IT COMING.
HELL, DIDN'T YOU EVEN SEE THE INTRO?!

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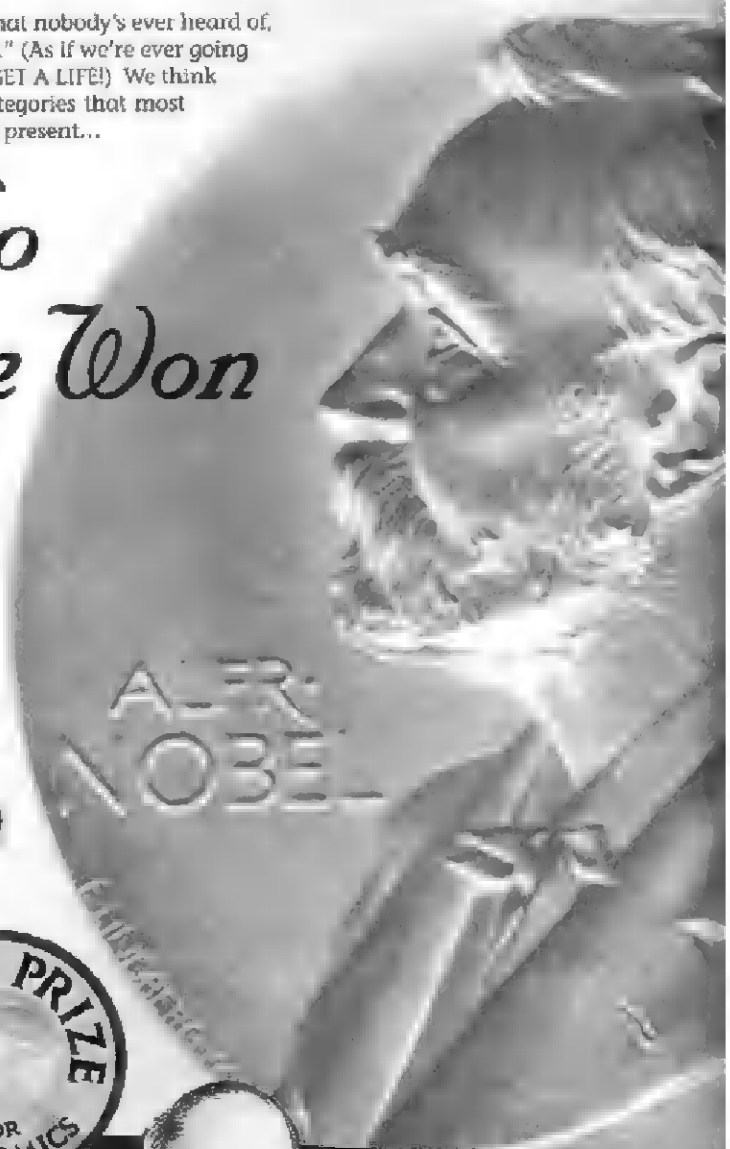
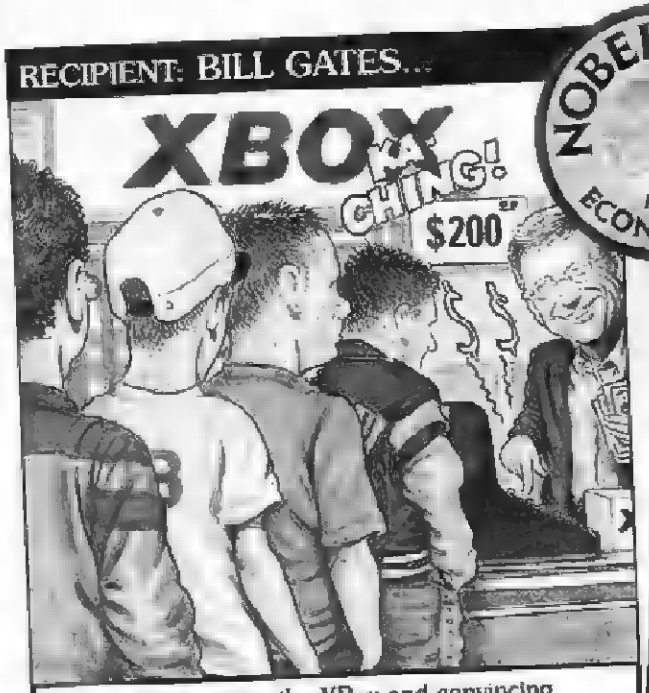
AWARD TO THE UNWISE DEPT.

Every Fall, the Nobel Prizes are awarded to a bunch of geeks that nobody's ever heard of, for "achievements" like finding "a new way to observe matter." (As if we're ever going to need more than ONE way to observe matter? C'mon guys, GET A LIFE!) We think the Nobel committee should start recognizing people and categories that most of us actually care about. And it's with that in mind, that we present...

People Who Should Have Won This Year's NOBEL PRIZES





...for creating the XBox and convincing Americans that their children need a $200 video game system during a recession.

...of *NYPD Blue*, who, through his willingness to work with anybody, has enabled B-actor rejects from *L.A. Law*, *Silver Spoons*, and most recently, *Saved By The Bell*, to earn a living.

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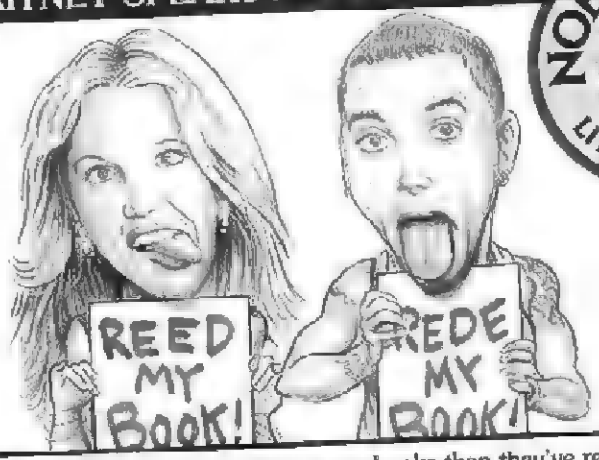
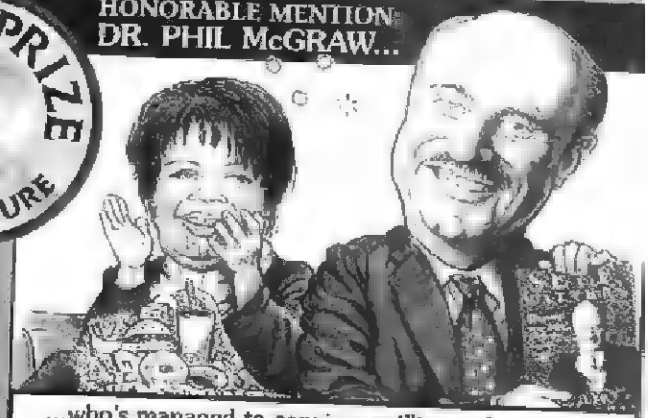
RECIPIENTS:
BRITNEY SPEARS AND EMINEM...

NOBEL PRIZE FOR LITERATURE



...who, combined, have written more books than they've read.

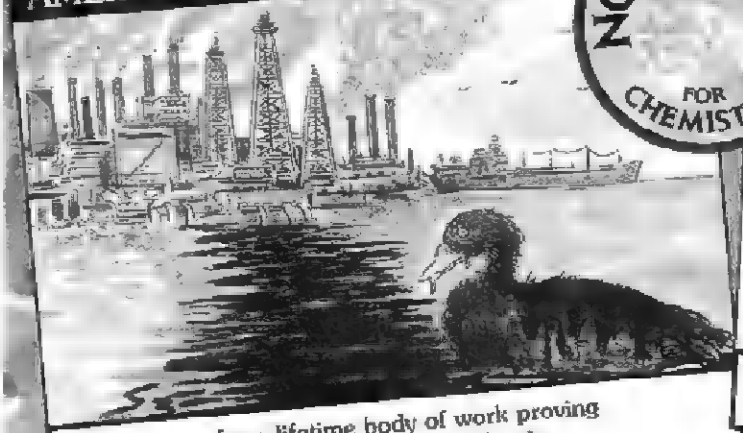
HONORABLE MENTION:
DR. PHIL McGRAW...



...who's managed to convince millions of women to buy his self-help books, despite the fact that his most high-profile patient, Oprah Winfrey, is an overweight woman with serious commitment issues.

RECIPIENT:
AMERICA'S OIL COMPANIES...

NOBEL PRIZE FOR CHEMISTRY



...for a lifetime body of work proving that oil and water don't mix.

HONORABLE MENTION:
JENNIFER LOPEZ...

...who, in conjunction with DuPont, developed a synthetic fabric capable of containing her ass.

RECIPIENT:
GERALDO RIVERA...

NOBEL PRIZE FOR PEACE

...who, with his Afghani war coverage, united Republicans and Democrats, blacks and whites, and Christians, Jews and Muslims, in the affirmed belief that he is a complete jackass.

HONORABLE MENTION:
YASSER ARAFAT AND ARIEL SHARON...

...for those two consecutive days last March when no Israelis or Palestinians killed each other.

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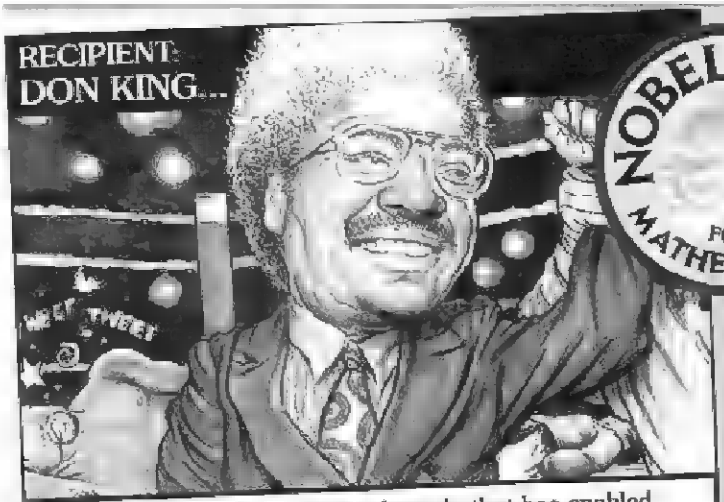
RECIPIENT: DON KING...



...for developing a unique formula that has enabled him to make more money on every fight he'd ever promoted than both boxers combined.

NOBEL PRIZE FOR MATHEMATICS

HONORABLE MENTION: KELSEY GRAMMER...

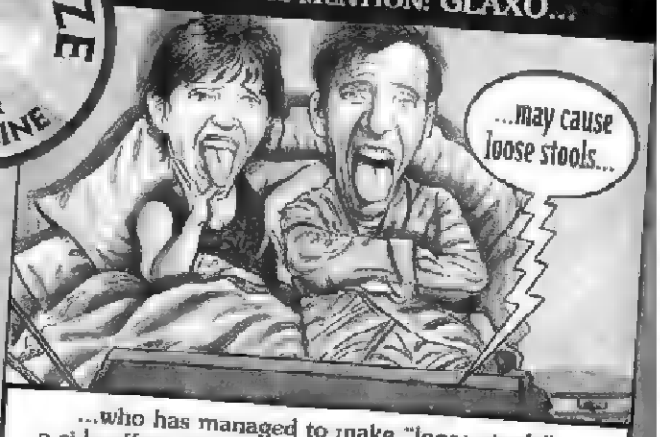
...for turning a guest appearance on *Cheers*, almost 20 years ago, into a $1.6 million-a-week gig.

RECIPIENT: JARED...

...of Subway Sandwich fame, whose claim of losing hundreds of pounds and achieving optimum health by eating nothing but oversized, greasy heroes was questioned by no one.

NOBEL PRIZE FOR MEDICINE

HONORABLE MENTION: GLAXO...



...who has managed to make "loose stools" a side effect of every one of the drugs it produces.

RECIPIENT: THE EDITORS OF MAXIM...

...for managing to create 300 magazine pages a month using no other subjects besides beer and models.

NOBEL PRIZE FOR PHYSICS

HONORABLE MENTION: THAT 300-LB. GUY...

...who always manages to jam himself into the coach seat right next to yours on coast to coast flights.

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Who needs nine lives when you can control time?

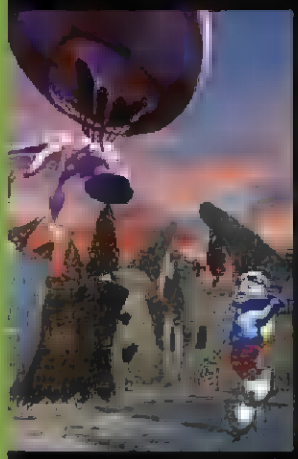
Rewind time to throw the world in reverse and uncover secret areas.

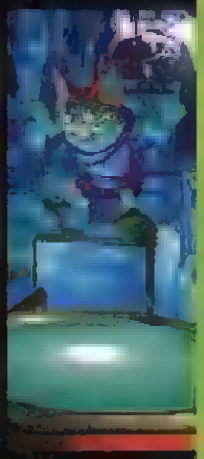
Hit fast-forward to tackle challenges that require you to be quick on your paws.

Slam on pause to take free shots at frozen enemies or grab crystals without any hassle.

Record yourself during wild adventures, then replay for twice the Blinx action.

Go slo-mo to make everyone seem like they're stuck in mud as you and "The Time Sweeper" dodge damage.





XBOX

EVERYONE E MILD VIOLENCE

www.xbox.com

Microsoft game studios

ARTOON ONLY ON XBOX

BLINX THE TIME SWEEPER

www.blinxthegame.com

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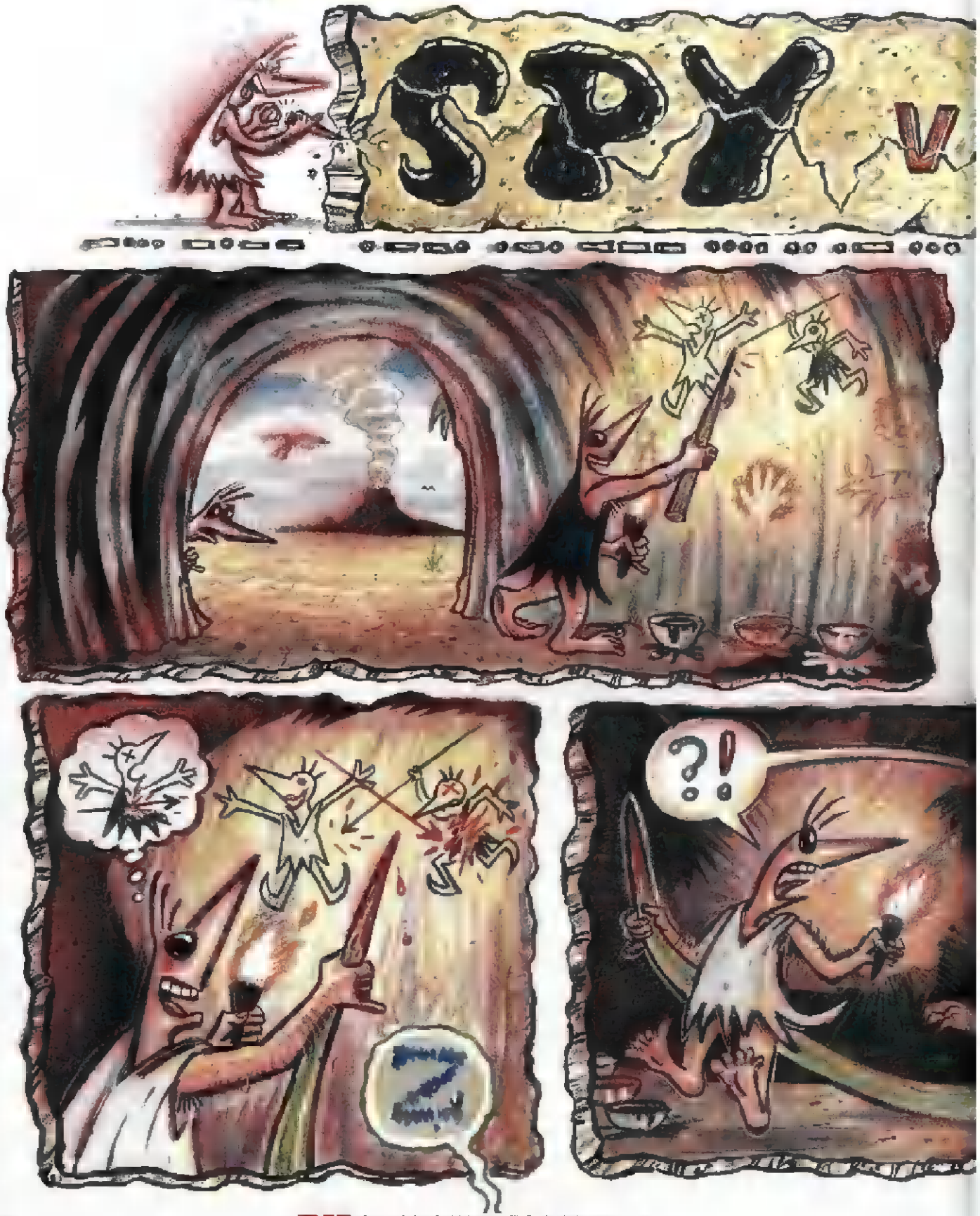

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ARTIST AND WRITER: PETER KUPER

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WARNING: WHEN THE GAME TURNS OFF, SO DO YOUR POWERS.
You cannot fly. You are not stronger than a locomotive or faster than a speeding bullet. You have no business attempting to use superpowers outside the realm of Superman: Shadow of Apokolips. Any attempt to do so will undoubtedly result in broken legs, arms, fingers and toes, sprained ankles, bruised ribs and egos, loss of limbs, pride, and ultimately life. Just remember sport, when the game turns off, so do your powers.
INFOGRAMES
PlayStation.2
EVERYONE
E
Violence
ESRB
Superman: Shadow of Apokolips video game © 2006 DC Comics and Infogrames, Inc. All rights reserved. Manufactured and marketed by Infogrames, Inc. "PlayStation" and the "PS" Family logo are registered trademarks of Sony Computer Entertainment Inc. The ratings icon is a trademark of the Interactive Digital Software Association. All trademarks are the property of their respective owners.

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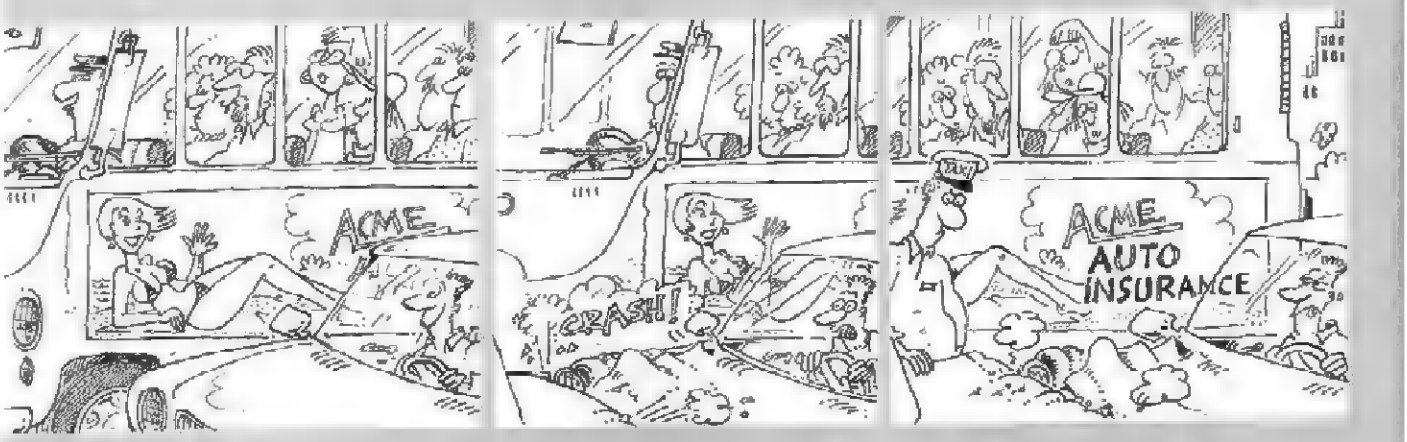
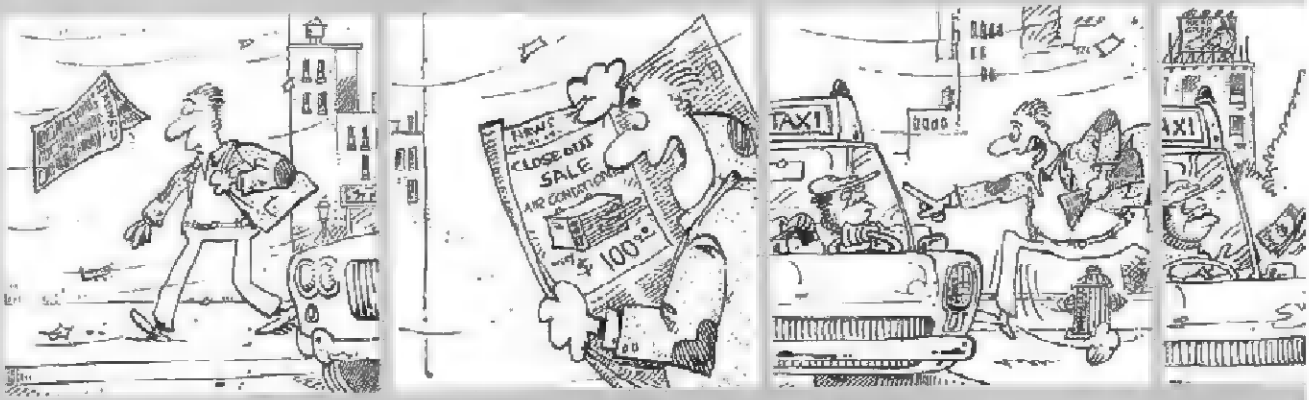
SERGE-IN GENERAL DEPT.

A MAD LOOK AT





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ADVERTISING

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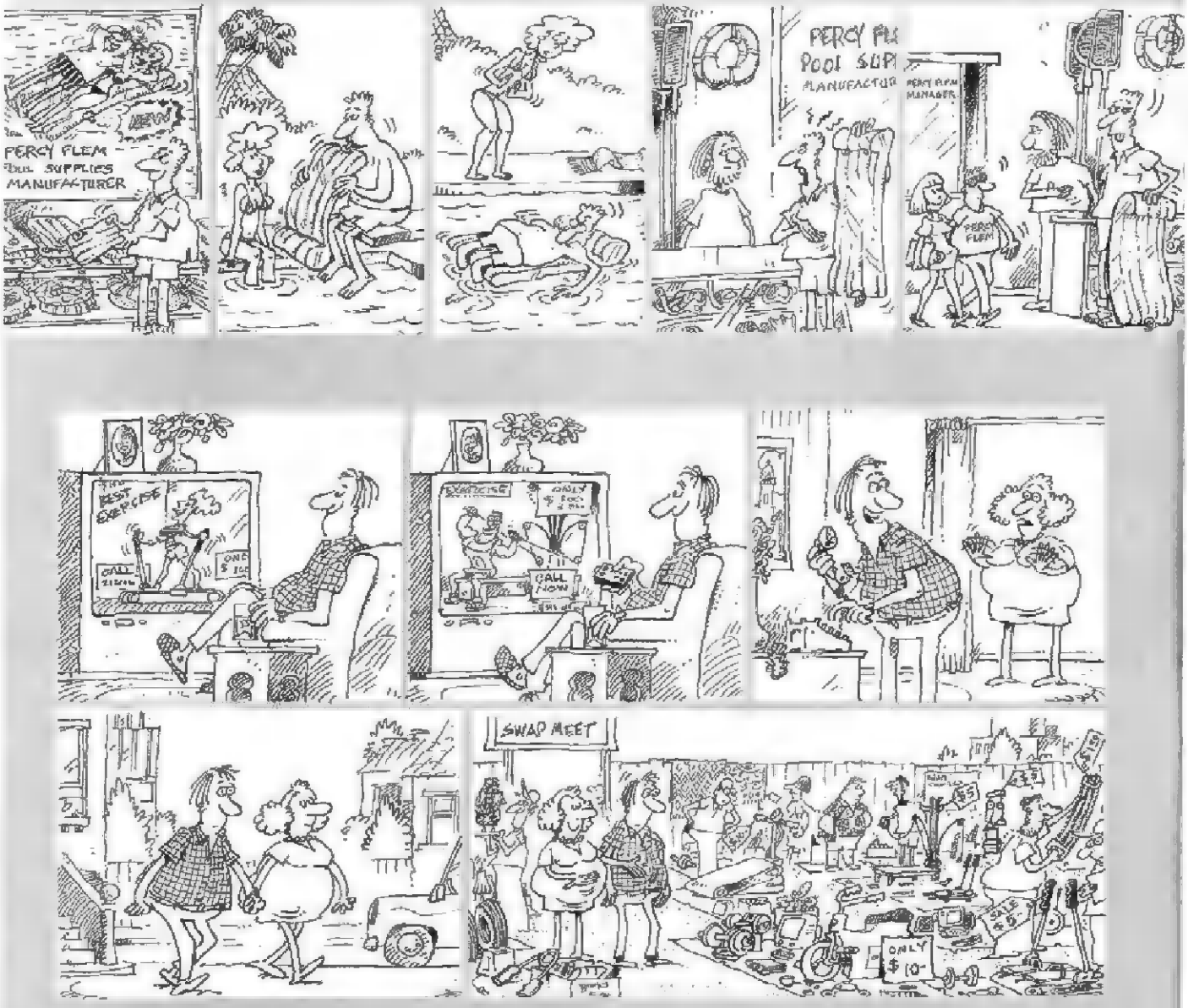

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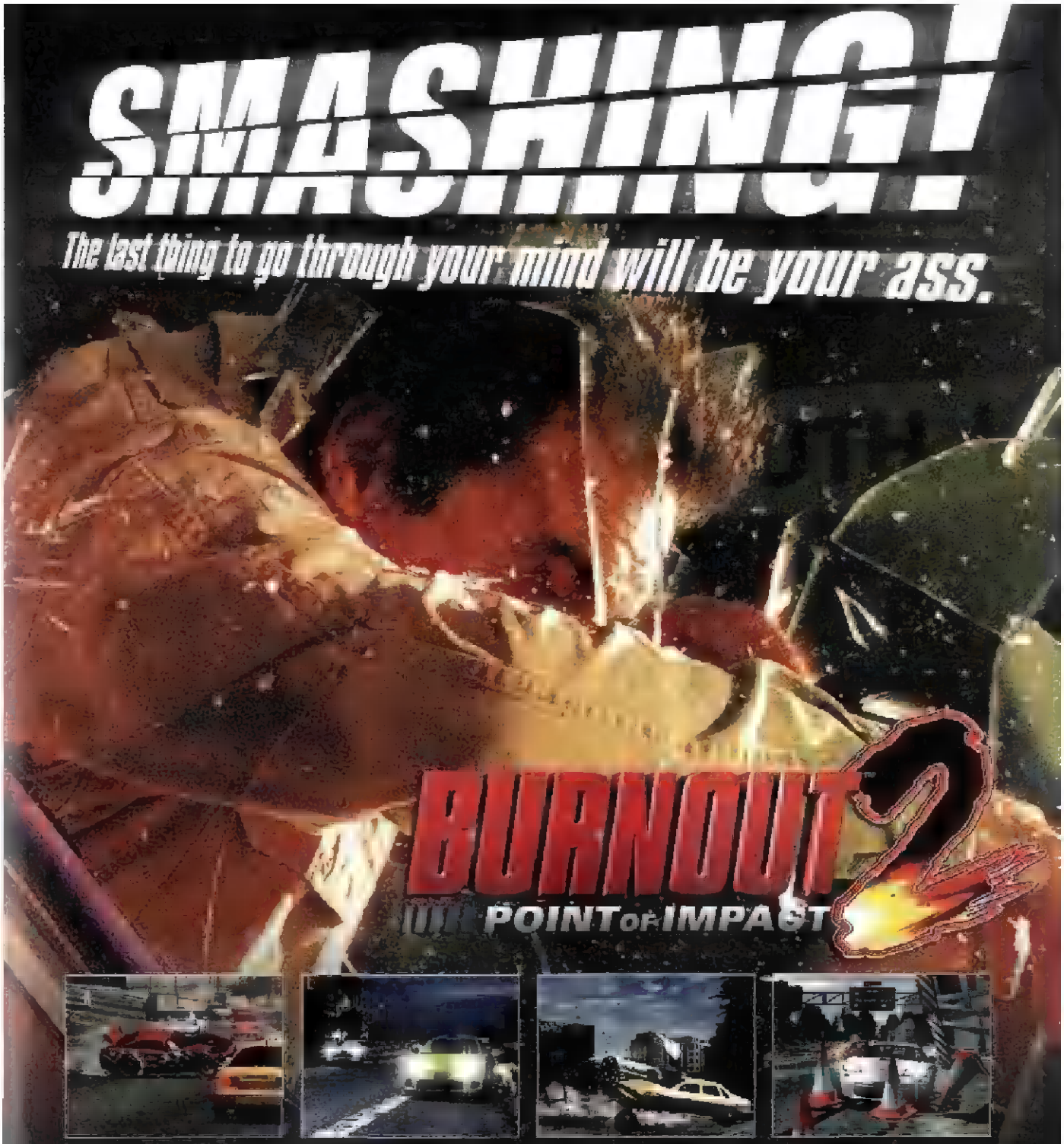
SMASHING!

The last thing to go through your mind will be your ass.



BURNOUT 2
POINT OF IMPACT

HEART RACING. POLICE SIRENS FLASHING BEHIND YOU. HANDS CLENCHING THE WHEEL AS YOU MANEUVER THROUGH THE MOST REALISTIC TRAFFIC SCENARIOS EVER DEVELOPED. EYES WATERING AS YOU WITNESS THE MOST REALISTIC AND HORRIFIC CRASHES EVER SEEN IN A GAME. MUSCLES TENSING AS YOU TRY TO MAINTAIN CONTROL THROUGH 30 OPEN ROAD STAGES. YOU'VE PICKED YOUR CAR FROM AN AUTOMOTIVE ARSENAL OF 14 ALL-NEW VEHICLES. HOPEFULLY, CAR AND DRIVER WILL SURVIVE THE POINT OF IMPACT. OR THE LAST THING TO GO THROUGH YOUR MIND WILL BE YOUR ASS.

EVERYONE E — Mild Violence — ESRB

Criterion

PlayStation 2

Acclaim
www.acclaim.com

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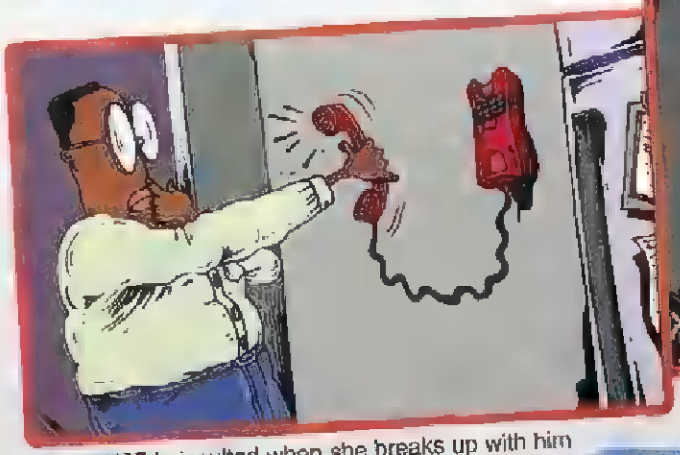
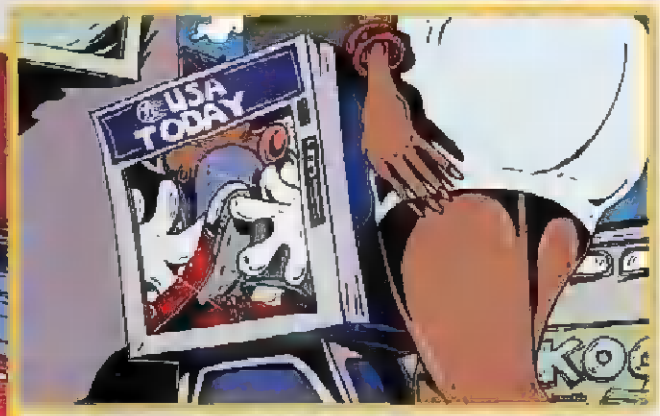


JENKINS is insulted when she breaks up with him over the phone, rather than doing it in person.

MELVIN thinks that a flaming bag of dog crap and a ring of the doorbell say a lot more than *mere* words ever can.

Melvin &

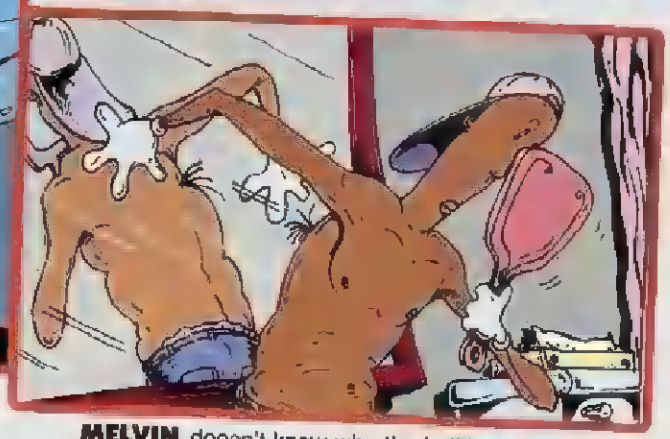
JENKINS is uncomfortable bumping into his ex-girlfriend on the street, but gets through the situation calmly and gracefully.



When he sees her coming the other way, **MELVIN** quickly wedges himself inside the nearest *USA Today* newspaper box.

Guide to BRE

JENKINS misses having someone to walk alongside, to tell his troubles to, to share intimate moments with.



MELVIN doesn't know who the hell he's gonna get to tweeze that hairpatch on his back now.

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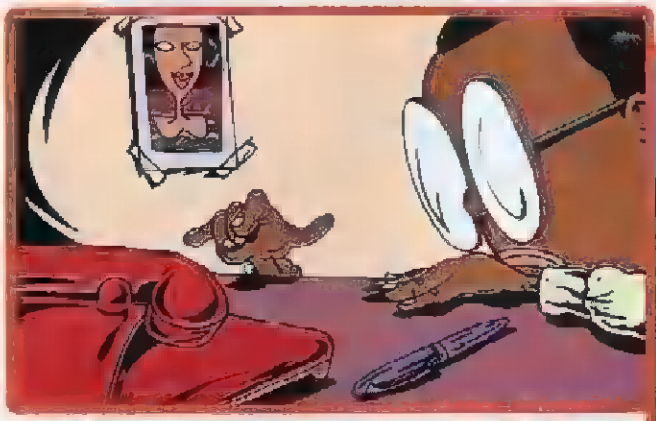
JENKINS puts away all his photographs of happier days.

MELVIN posts his old snapshots online, but only after running them through his computer's Photoshop program first, to add nude torsos and more than a few animals.

Jenkins' Breaking Up

ARTIST: KEVIN POPE
WRITER: DESMOND DEVLIN



JENKINS keeps wanting to phone her up, but realizes it's best that both of them get on with their new, separate lives.

MELVIN's mailman pulls a shoulder muscle while delivering a June phone bill that separately lists 2,881 one minute "hang-up" calls.

JENKINS throws himself, heart bruised but hopeful, back into the dating scene.

MELVIN thinks: "Well, back to Ginger!"

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THE CLONE WARS ARE FAR FROM OVER
Pilot over five land and air combat units.
Engage in close combat to all out warfare.
Battle through 16 missions on six vast worlds

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Where Episode II ends, your battle begins.

Defend the Republic on the ground and in the air across the battlefields of six different worlds. Battle through four multiplayer modes, including team-based strategy, deathmatch, king-of-the-hill and co-op endurance. Or lead your clone troopers to victory in an epic single-player campaign as Mace Windu, Anakin Skywalker and Obi-Wan Kenobi. Your directive: crush the Separatist armies!

STAR WARS
THE
CLONE WARS

www.swcloneWars.com

NINTENDO GAMECUBE

PlayStation 2

TEEN T
Violence

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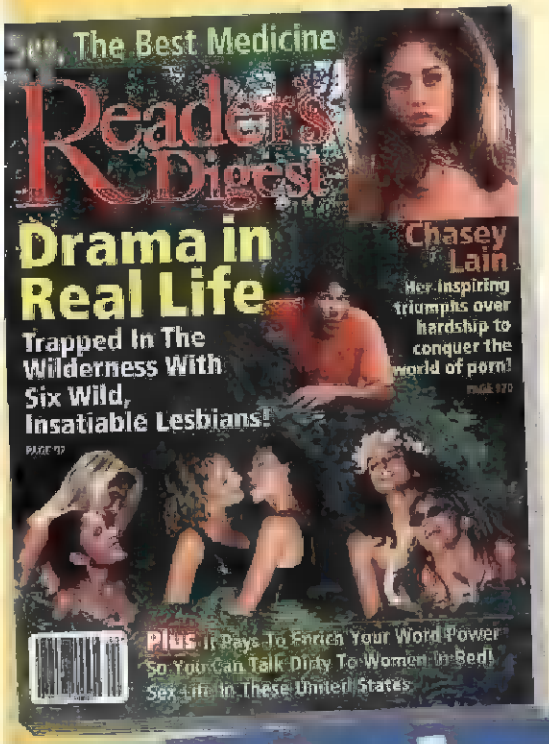
Maxim magazine has been one of the great success stories in publishing. Their formula is a simple one: write about sex, gadgets, sports, sex, beer and sex over and over again, month after month and watch your circulation soar. Well, like most successful things, sooner or later others come rushing in to "borrow" your approach and see if it might work for them, too. Which got us to wondering what it will be like...

WHEN OTHER MAGAZINES FOLLOW MAXIM's "SEX, BEER & BABES" FORMULA FOR SUCCESS


The Best Medicine
Reader's Digest
Drama in Real Life
Trapped In The Wilderness With Six Wild, Insatiable Lesbians!
Chasey Lain
Her inspiring triumphs over hardship to conquer the world of porn!
Plus It Pays To Enrich Your Word Power So You Can Talk Dirty To Women In Bed!
Sex-ifying In These United States

WE TEST 50 Video Cameras to See Which Provides the Sharpest Focus for Your Homemade Porn!
Consumer Reports
We Taste Beer!
Part 24 Of Our Ongoing Research Project!
We Rate 26 Mid-Size Sedans for Leg Room and General Make-Out Ability!

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THE Atlantic MONTHLY
New fiction from PAMELA ANDERSON
Talking Hot, Repressed Catholic Women into Bed by Discussing The Vatican's Take on Graham Greene's The Power And The Glory
Plus: "Like a Hog Riding a Sow": James Joyce's Red-Hot Sex Letters!
OOOOPS! IMPROVISED CONDOMS IN THE GREAT OUTDOORS!
Outside
Mountain Ranges That Look Like Hooters!
PROTECT YOUR 'NADS WHILE CYCLING!
ECHNOLOGY: WHY SIZE DOES MATTER! • HOW QUANTUM PHYSICS WILL CHANGE THE RULES OF PRO WRESTLING!
SCIENTIFIC AMERICAN
CLONING
lew Opportunities or 3-Ways!
PLUS: Recently Discovered: Is This An Anasazi Sexual Device From 900 B.C.?
AARP
Smooth and Easy! DENTURE-FREE LOVE!
SSTTRRETTCCHH! Tips To Keep From Throwing Your Back Out During Sex!
I've Fallen And I CAN Get Up! VIAGRA SUCCESS STORIES
Sexy, Saucy Angela Lansbury
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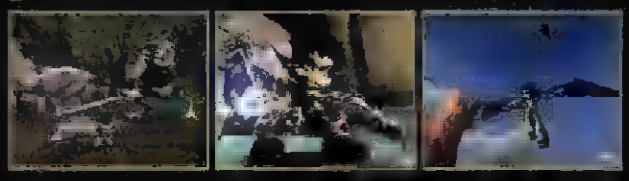
VIDEO GAME HAS-BEENS

BEWARE!

A NEW BAD BOY. GIVING THE FINGER TO LAME GAMES.



TEEN T Violence

XBOX PlayStation 2 NINTENDO GAMECUBE Acclaim

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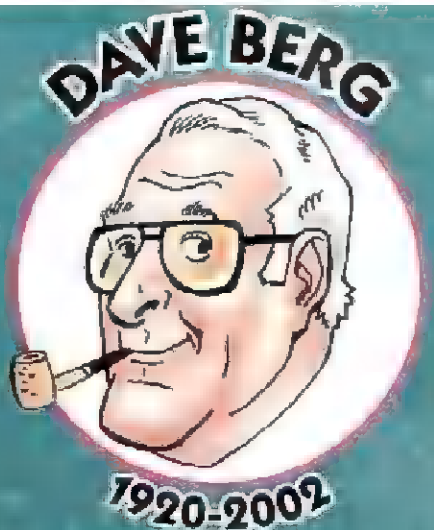
The Lighter Side of...



THANKS FOR 45 YEARS OF MADNESS!

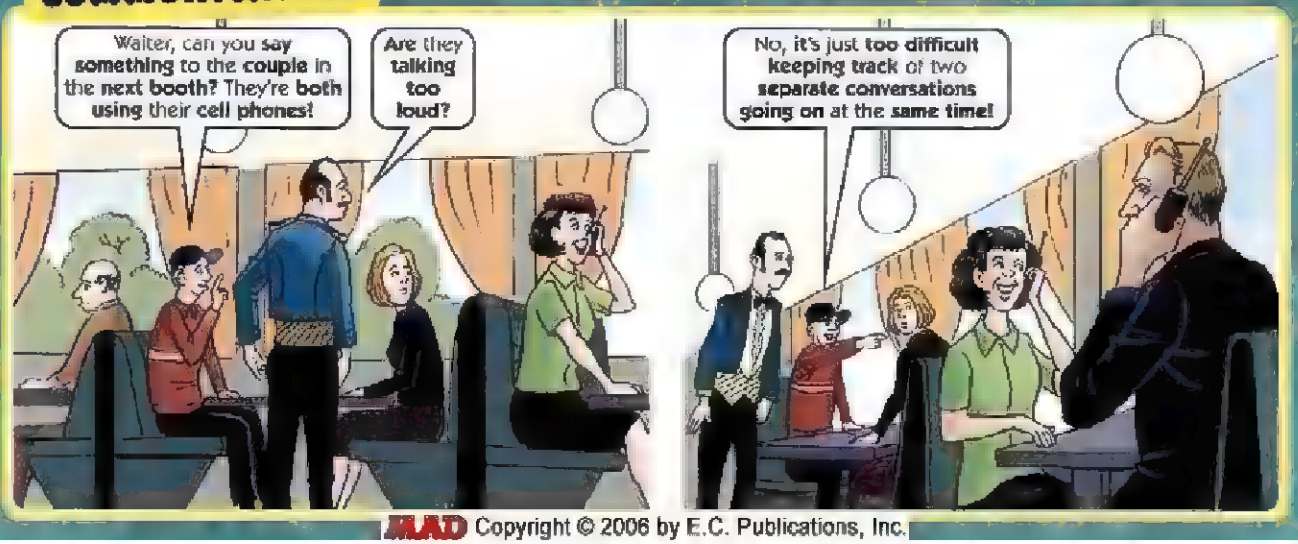
ARTIST AND WRITER: DAVE BERG

COLORIST: DIGITAL CHAMELEON

RELATIONSHIPS

Are you still not on speaking terms with Barry?
Yes! It's been three weeks now!
Are you thinking of breaking off with him for good?
Not at all! Since we're not talking, we've never gotten along better!

COMMUNICATION


Waiter, can you say something to the couple in the next booth? They're both using their cell phones!
Are they talking too loud?
No, it's just too difficult keeping track of two separate conversations going on at the same time!

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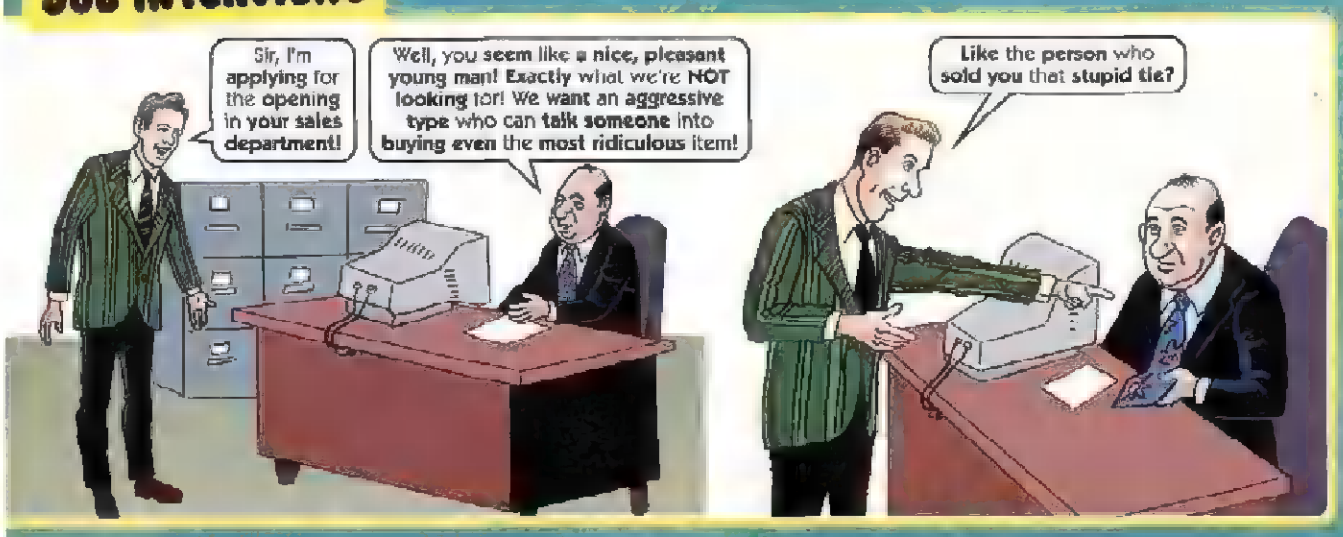
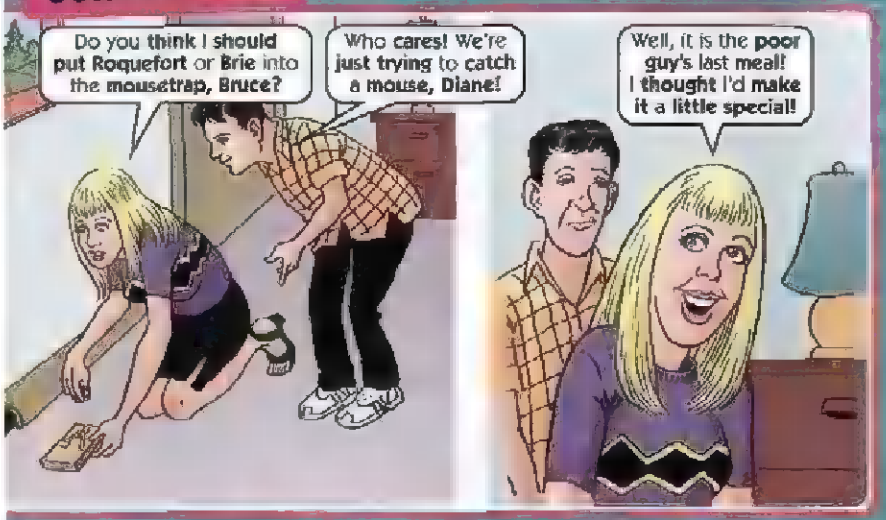
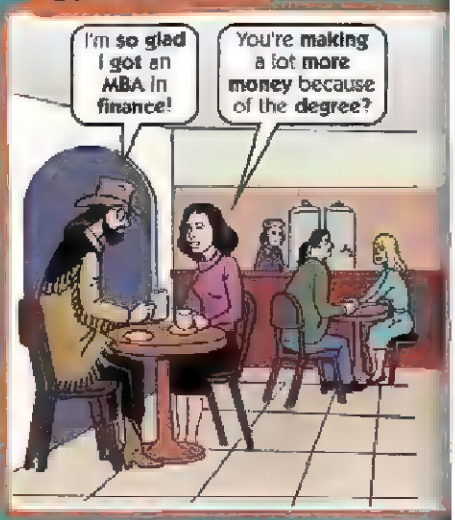
JOB INTERVIEWS


Sir, I'm applying for the opening in your sales department!
Well, you seem like a nice, pleasant young man! Exactly what we're NOT looking for! We want an aggressive type who can talk someone into buying even the most ridiculous item!
Like the person who sold you that stupid tie?

SENSITIVITY

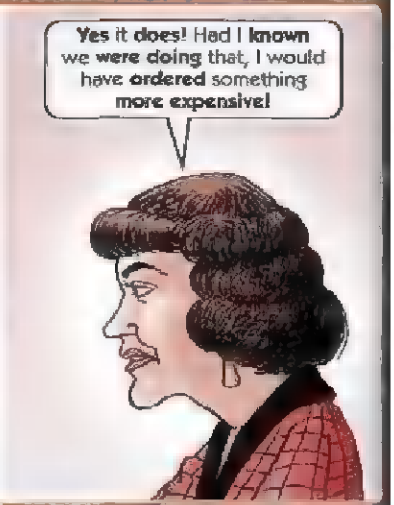

Do you think I should put Roquefort or Brie into the mousetrap, Bruce?
Who cares! We're just trying to catch a mouse, Diane!
Well, it is the poor guy's last meal! I thought I'd make it a little special!

EXPERTISE



LUNCH

Okay, ladies! Rounding it out with tip and tax included, the check comes to $30! That's $10 each!
Wait a minute! Last time we had lunch together you figured out what each person ordered separately and charged them accordingly!
Oh, that's right! You weren't here last week when we decided from now on just to split the check evenly! It really doesn't make a difference, Sally!



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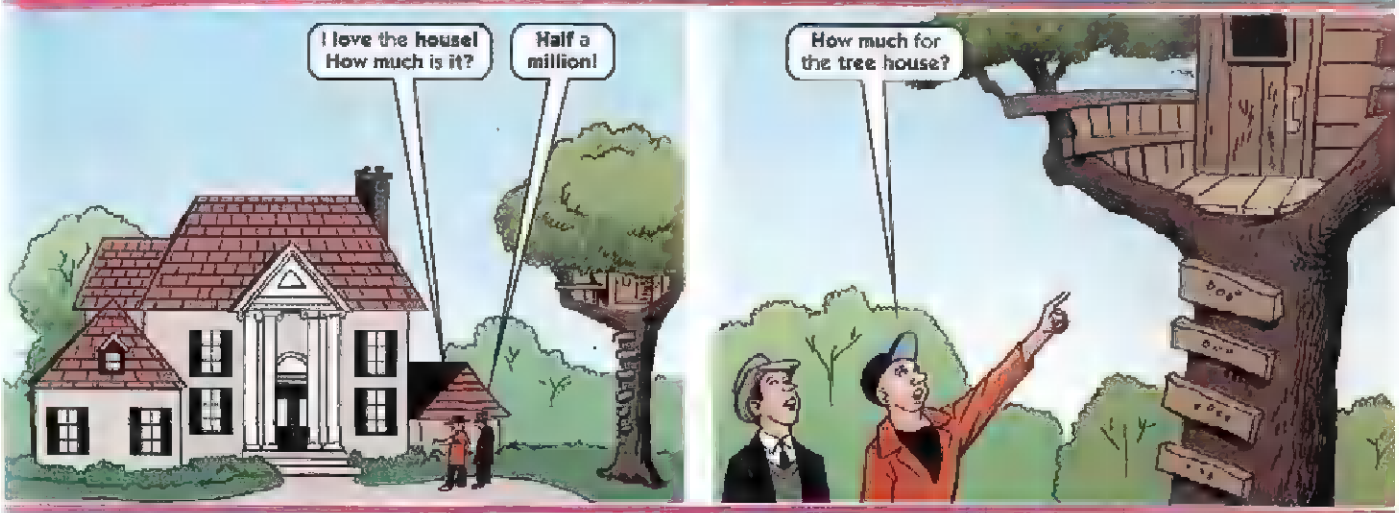
REAL ESTATE



THERAPY

Nah, I'm unemployed! But as an economics major, I can figure out in minutes how soon I'm going to run out of money!
Dr. Forman, my husband says it's my fault for everything that goes wrong in his life!
When did this begin?
Since the last election! Now that his candidate took office he has no one else to blame!

SURPRISES

I saw the sonogram of the baby today, Roy! Do you want to know if it's going to be a boy or a girl?
No, I'll find out when the baby is born if it's going to be named "Laura" or "John," just like we agreed!
Okay, but just know the kid won't be too happy if we name it "Laura"!

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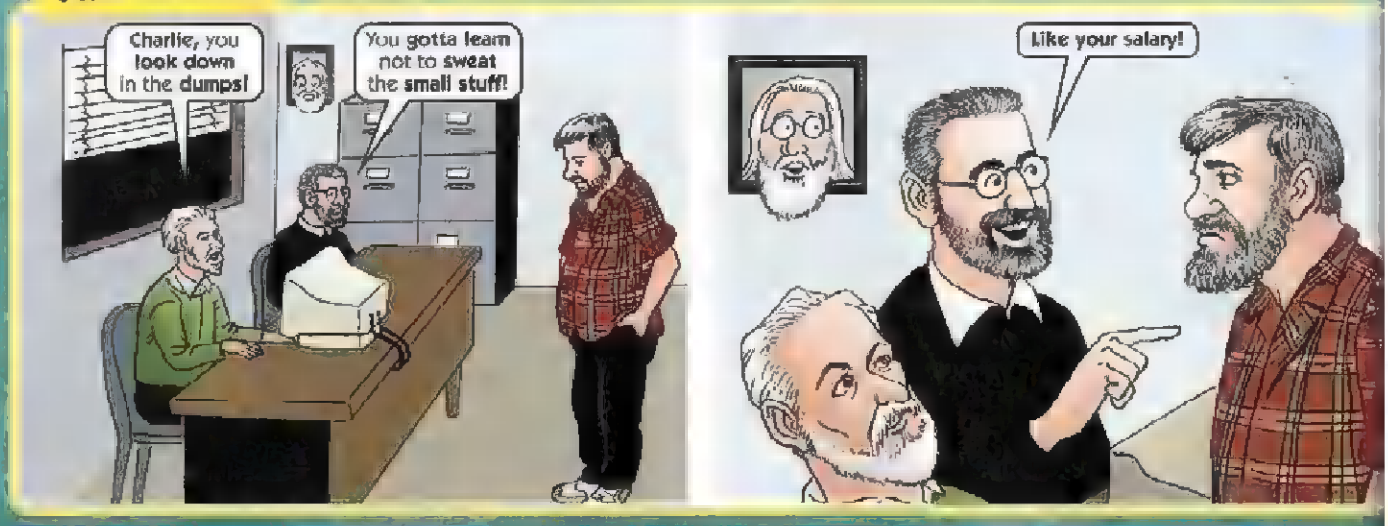
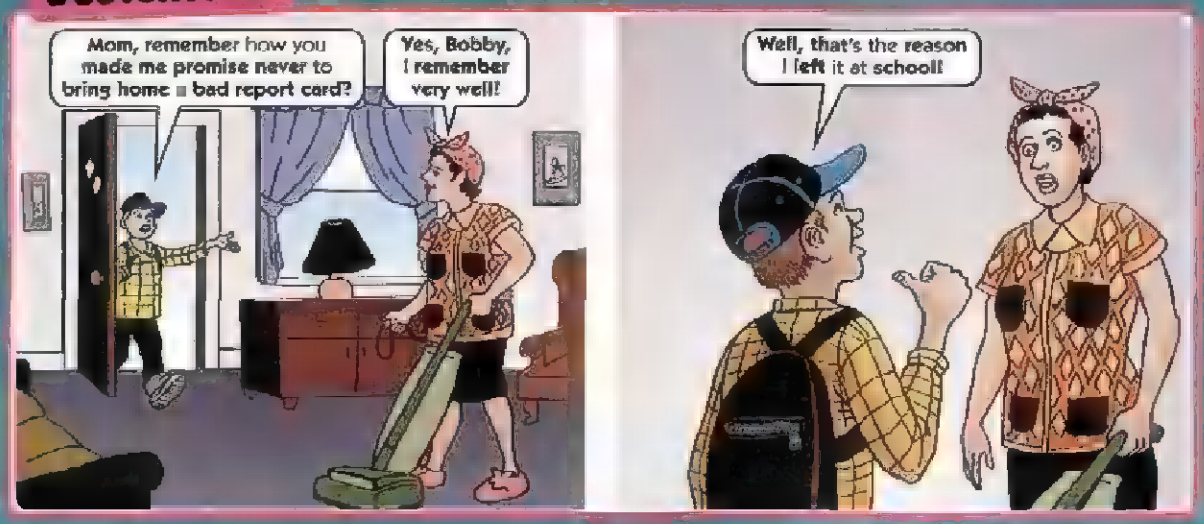
THE OFFICE



DEDICATION


Mom, remember how you made me promise never to bring home a bad report card?
Yes, Bobby, I remember very well!
Well, that's the reason I left it at school!

DOCTORS

Kaputnik, you're showing a minimal amount of hearing loss! This hearing aid will do the trick for you!
It's larger than most of the ones I've seen people wearing! How does it work?
It doesn't! But when anyone sees it, they talk louder!
David Berg

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Cents-Less Coupons

Your money-saving circular

Surprise! That's NOT Meat! It's Mulch, Mulch More.

Taste familiar? It should.
Your old comic books are in there. So's your baseball card collection. (Thanks, Mom!) Grass clippings, too. And so's the oak that came down in that storm last March and blocked the street until a road crew could get out with a chainsaw and a wood chipper! It's *all* in there, *plus* a lot more. With Fiber Burger, a meatless patty made from recycled materials isn't pulp fiction anymore.

Fiber Burger

85% Post-Consumer Content — 100% Delicious

TRY ALL 4 VARIETIES!

Hickory Newsprint

Pepper Maché

Spicy Cardboard

Kinko's™ Smokehouse

MANUFACTURER'S COUPON | NOT REDEEMABLE

Save $1.00

on any variety of *Fiber Burger*

TO THE CONSUMER: This coupon is good on any purchase of FIBER BURGER Recycled Meal Patties. Any other use constitutes fraud. It's a frickin' coupon! What else are you going to do with it?! Pay off a gambling debt? Re-paper the bedroom? Collect your dry-cleaning? Listen, pal, it's not worth it. You've worked too hard to get where you are to throw it all away like this. Think of your family, man! There's people out there who care about you! It doesn't have to end this way. C'mon, now, drop the coupon. That's it. Nice and slowly...Okay, Becker, MOVE IN NOW! GO GO GO!

PHOTOGRAPHER: IRVING SCHILD WRITER: SCOTT MAING

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NEW!

"I used to have to threaten to put the cat to sleep before the kids would clean the litter box. Now they can't wait to do it!"

FUNCLUMPS™

SHAPE-CLUMPING CAT LITTER

Eliminates Odor!
Reduces Tracking!
Clumps Urine Into Fun Shapes!

MFR COUPON EXPIRES NOW

FUNCLUMPS™

$1 OFF

Shape-Clumping Cat Litter

Monsey, NY. Greyhound Station 7/2 — Me: Short, dumpy, bad skin, big wet sweat stains under my smelly armpits. You: Gangly, stringy hair, whorish make-up. Our eyes met as you were picking your nose. I wanted to say something, but I had a mouth full of stale cheese and crackers. Brunch? 555-1287

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YOU'RE ONE OF A KIND.

Why take a daily supplement made for everyone else?

Vita-Mal

MULTI VITAMIN & MINERAL DAILY SUPPLEMENT

has the right combination of vitamins and minerals for your unique personality.

MFR COUPON — VOID WHERE INHIBITED

SAVE 75¢ on any variety Vita-Mal Daily Supplement

9 pm: LOVE BOAT (comedy) — 1. An ad exec (Peter Graves) falls in love with his client (Nipsy Russell). 2. Julia (Lauren Tewes) finds romance at the Midnight Buffet with a carrot. 3. Newlyweds (Caesar Romero, Mackenzie Phillips) have trouble enjoying their honeymoon while heaving over the ship's side and on April Lopez (Charo).

Turn Snack Time into Thanksgiving with

WINDPIPE LODGE™ MINI-TURKEYS

Specially bred bite-size turkeys are BIG on taste!

Now with quick & easy recipes — and illustrated Heimlich Maneuver

MFR COUPON | EXPIRES WITHOUT WARNING

SAVE 50¢

on one 22-ounce package of Windpipe Lodge™ Mini-Turkeys

RETAILER: Doesn't it just kill you to take 50¢ off this crook's grocery bill, especially since she ate about a half-pound of grapes in the produce section and isn't even buying any fruit?! And what happened to that box of animal crackers her brat was chomping on as she shopped? It's not on the conveyer belt here, is it? Yeah, two months from now you'll find the half-empty box stashed behind a can of soup in aisle 3. And wasn't she looking at men's razors? For like ten minutes? Those things are expensive, and she's not buying any. You know they're in her purse. And this is someone who drove up in a brand new Lexus. Aah, well whaddaya gonna do? Screw it: Give the kid who rounds up the carts five bucks to plow a whole train of them into her car next time she shops here.

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A Marriage Made In Heaven!
And you thought they'd never get together!
DENTA-FROST
Toothpaste & Cake Frosting
NEW
So Sweet it Hurts Your Teeth— While CLEANING Them!*
*Clinically proven to fight cavities while cleaning them. (ADA Report, 3/2002)
TRY ALL FIVE ANTISEPTIC VARIETIES!
MANUFACTURER'S COUPON NOT VALID IN AMERICA
SAVE 25¢
when you buy any flavor
DENTA-FROST Toothpaste & Cake Frosting
Retailer: Please settle a bet. I say Marie Gibbs replaced Esther Rolle as the housekeeper on Maude after she left the show, but my husband insists it was Bruce Vilanch. Who's right? There's a steak dinner riding on it.
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NEW!

AMERICA Online 9.0

SIGN UP NOW!
(So you'll have something to upgrade from when we introduce AOL 10.0 in two weeks!)

1000 HOURS FREE
(Which must be used during the first day after sign up!)

LOOK AT ALL THESE NEW AOL 9.0 FEATURES!

- People who use smiley faces in chat rooms will be immediately bumped offline!
- The Little AOL Man on the sign-on screen now does The Macarena while you're waiting to connect!

- New foolproof "anti-pedophile" measures (every chat room entrant must click on the "I am not a pedophile" button first)!
- The first new AOL version *not* to pester you every 5 minutes to upgrade to the *next* version!
- A full 0.00029% fewer ads "pop up" over whatever screen you're trying to look at!
- Easy access to our extensive database of clever retorts and comebacks to use whenever you get ridiculed about still being an "America Online sucker"!
- The pesky "bug" that prevents retrieval of stock quotes for AOL Time Warner on days it goes down is nearly fixed!
- "Teasers" on welcome screen now lead you to actual content in *under* 5 hyperlinks!
- We now give you a 3-second warning before knocking you offline for no reason!
- "You've got mail" greeting now categorized for your convenience with additional "You've got junk mail" greeting..."You've got virus-spreading mail" greeting...and "You've got crapload of mail from porno websites all because of that one you visited last week" greeting!

Pick up your AOL 9.0 disc now! There's one bound inside every copy of every magazine printed in the last two months! Or pick up a copy at your favorite bookstore. Or coffee shop, bar, liquor store, library, bookie joint, hardware store, sex shop, brothel, funeral home, nursery, bakery, hot dog cart, pet store, snack farm, lumber yard, nail salon, trout stream or NASA space station! Why, there's probably a 9.0 disc in your mailbox right now. Maybe even a *bunch* of 9.0 discs in your mailbox right now! And dozens more in just about every trash bin in America! Or you can call 1-800-AOL-9.0 and we'll send you one! Plus some extras!

A MAD AD PARODY

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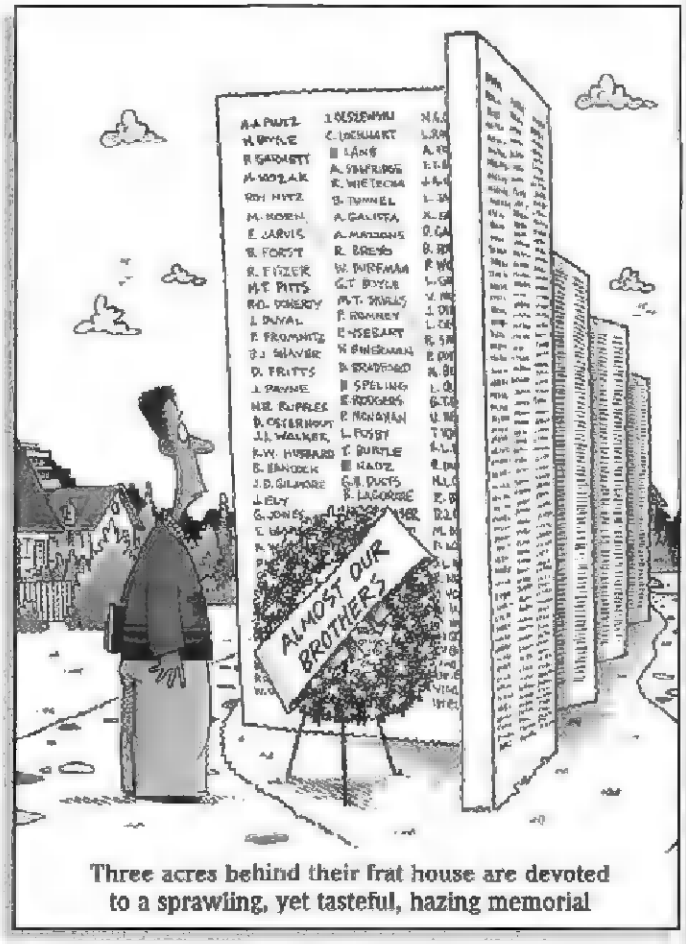
WRITER: MIKE SNIDER

OH, BE HAZED! DEPT.

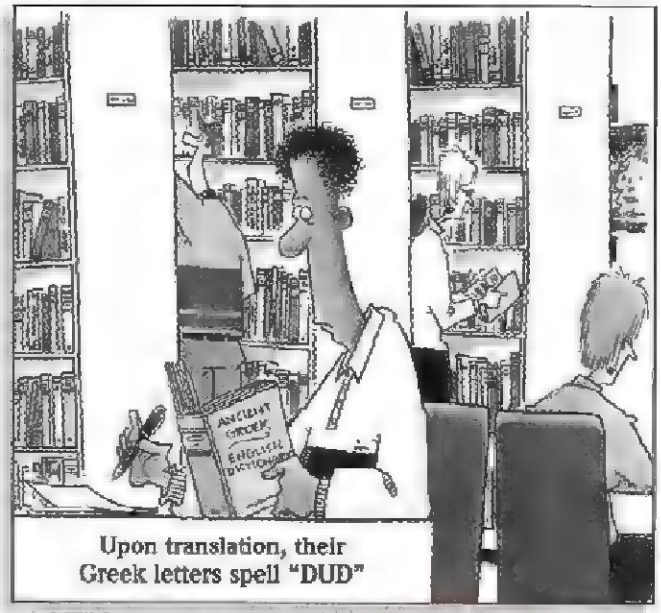
THE DISTINGUISHING WARNING SIGNS OF A CRUMMY FRAT

Okay smart guy, you somehow managed to get yourself into college. Your parents have coughed up the first year's tuition and you're matriculating up to your eyeballs. Just one problem: Your social calendar is on life support. You suck at intercollegiate sports and the "Future CPAs of America" club has not exactly been a doorway to meeting those babes that you always drool over in the *Coeds Gone Wild* video. What to do? Well, it's obvious you need to find an on-campus fellowship of Greek brotherhood—a collection of good-hearted, fun-loving lads joined together at the liver. Come on, you're familiar with the classics, you've seen *Animal House*. As you check out what's available at your school, make a note to thank us later for preparing this invaluable crib sheet detailing...

ARTIST AND WRITER: JOHN CALDWELL



Three acres behind their frat house are devoted to a sprawling, yet tasteful, hazing memorial



Upon translation, their Greek letters spell "DUD"

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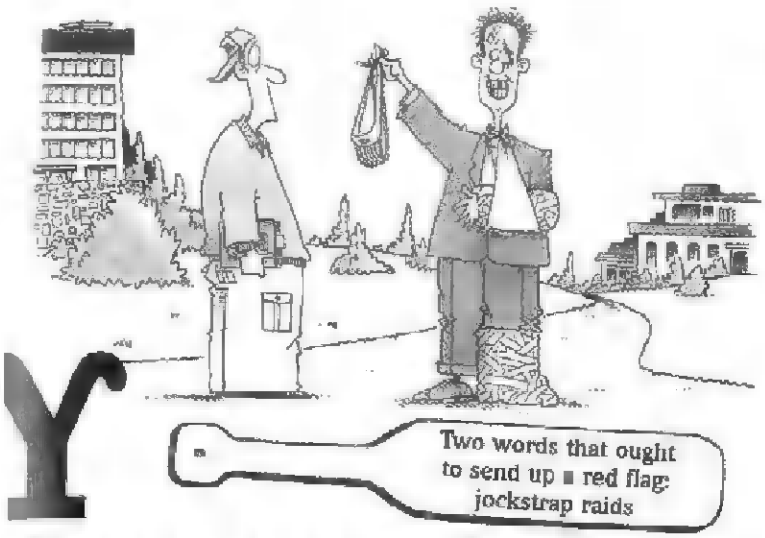

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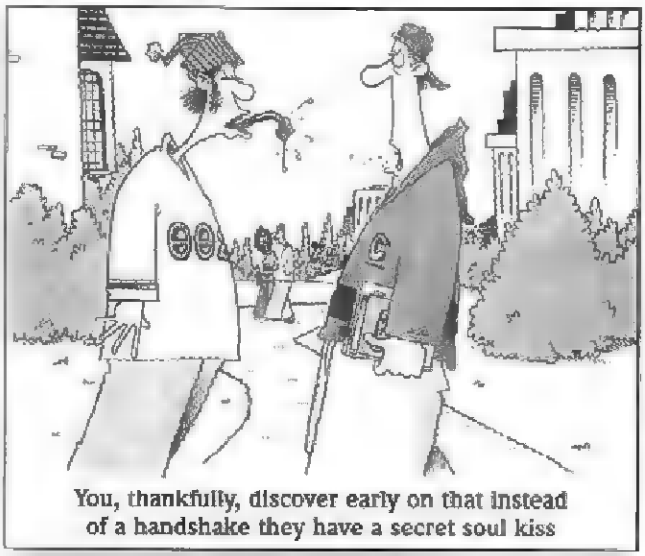

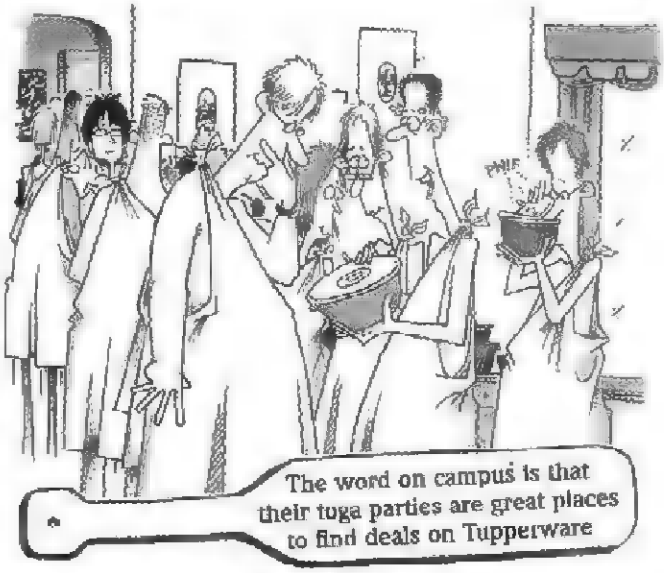

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In the vast wasteland known as Filgaia, an epic adventure is about to begin. Four drifters seeking fame and fortune must join together in pursuit of ancient treasures. At stake, control of the mighty elemental powers of the Guardians. But their quest won't be easy. Labyrinthine dungeons, mythical monsters and mind-numbing puzzles await them around every corner. Can they overcome their differences and work together as a team? Will they unlock the knowledge and mystical forces in time to save Filgaia from destruction?
I ♥ heal berries
My parents went to FILGAIA
WILD ARMS 3
PlayStation 2
LIVE IN YOUR WORLD
PLAY IN OURS
NO
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WRECKING CRUISE DEPT.

Imagine a world where people's thoughts can be read, and they can be arrested before they even have a chance to commit a crime! Now, if the hacks who made this movie lived in that world, they would have been locked up long before they conned innocent moviegoers into wasting their hard-earned money on a cinematic scam like...

MINO

I'm Yawn Anacin! I'm the Chief of the Pre-Slime Unit! We stop crimes before slimeball criminals commit them! We do it by analyzing the imagery culled from our psychic pre-clods! Of course, about 40% of the people we've captured are probably innocent, because the software needed to translate those psychic thoughts into electronic images was developed by Microsoft! But Microsoft says a 40% error rate is as close to perfection as they've ever gotten!
Morning, men! I'm Damn Witless, an official from the Department of Justice! I'm here for two official reasons! One is to officially observe what goes on, to make sure there are no flaws in the Pre-Slime Unit! The other is to pretend like I'm the bad guy, the guy who is secretly trying to bring this whole Unit down! In other words, I'm the official red herring!
CRUISE CONTROL
PLEASE DO NOT FEED THE PRE-CLODS
3FT.
5FT
DRUCKER
I hate laying here in this tank! You'd expect us to be floating in some kind of nutritional brain fluid, but we're not! I'll give a clue as to what this stuff really is! We never, ever, get bathroom breaks! NOW do you understand why I hate laying here?

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RITY RETORT

ARTIST: MORT DRUCKER WRITER: DICK DEBARTOLO

We'll still explain how the Pre-Slime Unit works! Once a pre-clod predicts a crime, their thoughts are recorded onto memory chips, and the name of the perpetrator is engraved on a ball...an eight ball, which comes down this chute! When the pre-clods aren't predicting crimes, we use their brain power to foresee the winning lottery numbers — and those balls come down *this* chute!
After we examine evidence from the pre-clods, we fan out through the city to capture the would-be killers! Sometimes, when the pre-clods don't come up with any names, we write the names of people we don't get along with on the balls and go out and capture them! It's great fun! Since they don't know they're gonna commit a crime, we could just walk in through the front door and capture them, but for some unexplained reason, it's absolutely mandatory that we smash through the roof and swing into the room on ropes to grab them!
There hasn't been a single murder in this town for six years! Every citizen in Washington, D.C. is proud of the Pre-Slime Unit! Except of course, the Federation of Funeral Directors and Grave Diggers! They're the ones picketing outside! They're pushing for a return to crime so they can start making some real bucks again!
SLIME
DONNELL & ASSOCIATE
25¢
FREE WILLY 8 FT.
POOL RULES
1. NO DIVING
2. NO SPLASHING
3. NO SNORKLING
4. NO PEEING
5. NO SURFING
6. NO FOOD
7. NO FISH
NO NOTHIN'!
10 FT.
2 FT.
I'm Cigar! As Director of the Pre-Slime Unit, I've got to make sure everything keeps running smoothly, so my concept can go national! Right now, it's only in Washington, D.C., but when every police precinct in the country has one of these Units, crime will be a thing of the past! That's the official line I give, anyway! In reality, the producers don't care *what* happens to the system, or even to this movie! The critics can trounce it and the audience can stay away in droves! The truth is, they've made so much money from product placement already, even if no one sees this film, we've still made a killing! Er, no pun intended!

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What the hell? This ball has MY name engraved on it!
You're lucky your name is engraved on something! It sure isn't going to be engraved on an Oscar for "best actor"!
Someone set me up and I have 36 hours to find out who!
How could you have 36 hours if this movie is only 2 hours and 20 minutes long?
Trust me, it will seem like 36 hours! The ridiculous chase scene alone will feel like an hour, so let's get it underway!
Cigar, one of the pre-clods said I'm supposed to kill a man I don't even know in just 36 hours!
Which pre-clod said that?
How do I know which one? What difference does it make?
One of the pre-clods runs a little fast! And I think one of them runs on West Coast time, so you might have 39 hours to find out who set you up! If it's Hawaii, you get even more time! So it's not as bad as you think!
The first thing you must do is get out of the city, and fast!
Fast? Traffic is so bad, I'm actually going backwards!
You're trapped in the magnetic pullback system put in place by Pre-Slime to help capture criminals! Or you just might be late on your Visa payment! Those scumbag credit card companies use that magnetic pullback technology, too! Get out of the car and run for it! It will be safer!
I got out of the car like Cigar advised, but somehow I don't feel safer!
You would think that jerk would have bought a convertible instead of riding on the roof of his car!
I love the fact that these days, cars not only go forward, but they go up, too!
Strange that it took 50 years for drivers to realize you could do that just by filling the balloon tires with hellum instead of air!
Frugies
OUT
I'm glad to be safe at home again with my drug inhaler and my 3-D entertainment center! When I watch home videos on this system, it's like my family is actually here in the room with me! After a few more hits on my drug inhaler, I can switch over to my "celeb" hologram collection and have Nicole Kidman in here with me, just for old time kicks!
Daddy, I'm off to the pool to be kidnapped!
Okay, son! Have a good time! Make sure you wait a half hour after you've eaten your lunch before you're kidnapped!
Yawn. put the camera away! I feel like fooling around in the bedroom!
I know, honey! That's why I have the camera OUT! If I get our fooling around on video just once, I can watch it in 3-D anytime you have a headache!
Daddy, daddy, help. I'm being kidnapped!
That's a good boy! You go play your way and mommy and I will play our way!

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Welcome to the Bureau of Big Containers! If it wasn't for the Pre Slime Unit, all these people would be out there killing innocent people! What drives a person to murder?
Your crappy organ playing for one! And your smug attitude for another! You're not the person I'm supposed to murder, but it's not a bad idea!
Why are you here?
Just to show people how far the justice system has come in 50 years! Now, instead of locking people up in a dark, cement cell, we submerge them in liquid and give them plenty of mood lighting!
What do they make in this factory?
They don't make anything! It's an assembly line for turning out routine cinematic action chases! See, in that assembly line, Tom Cruise is escaping the riveting machines and in this line, Natalie Portman from Star Wars is escaping molten iron!
So you invented the pre-clods?
Not intentionally! It was an experiment that went wrong!
I understand you were trying to reprogram heroin addicts with drug-deluded brains, and you accidentally came up with the pre-clods!
Actually, I was crossing a geranium with a petunia, and I accidentally came up with the pre-clods!
My God, now that is an experiment that truly went wrong!
The pre-clods are never wrong! They are 100% correct... about 90% of the time!
100% correct, 90% of the time? How in the world can that be considered a foolproof system?
It's a government project, so it's close enough! Besides, they don't care! Do you care? I don't care!
I don't trust back alley doctors, but I'm in a jam! You do know what you're doing, right, doc?
Absolutely! I may have lost my license, but I keep up on every medical procedure! Get up on the table! You're here for an abortion, right?
Pre-Slime is tracking me! Their robot spiders will recognize my eyes and turn me in, so I need to swap them for another pair!
No problem! Want an extra set for the back of your head, so you'll have hindsight, too? You should know, a new pair of eyes don't come cheap! They'll cost you an arm and a leg!
You have brass balls to charge me so much!
Hey, for a few bucks extra, you can have brass balls, too!

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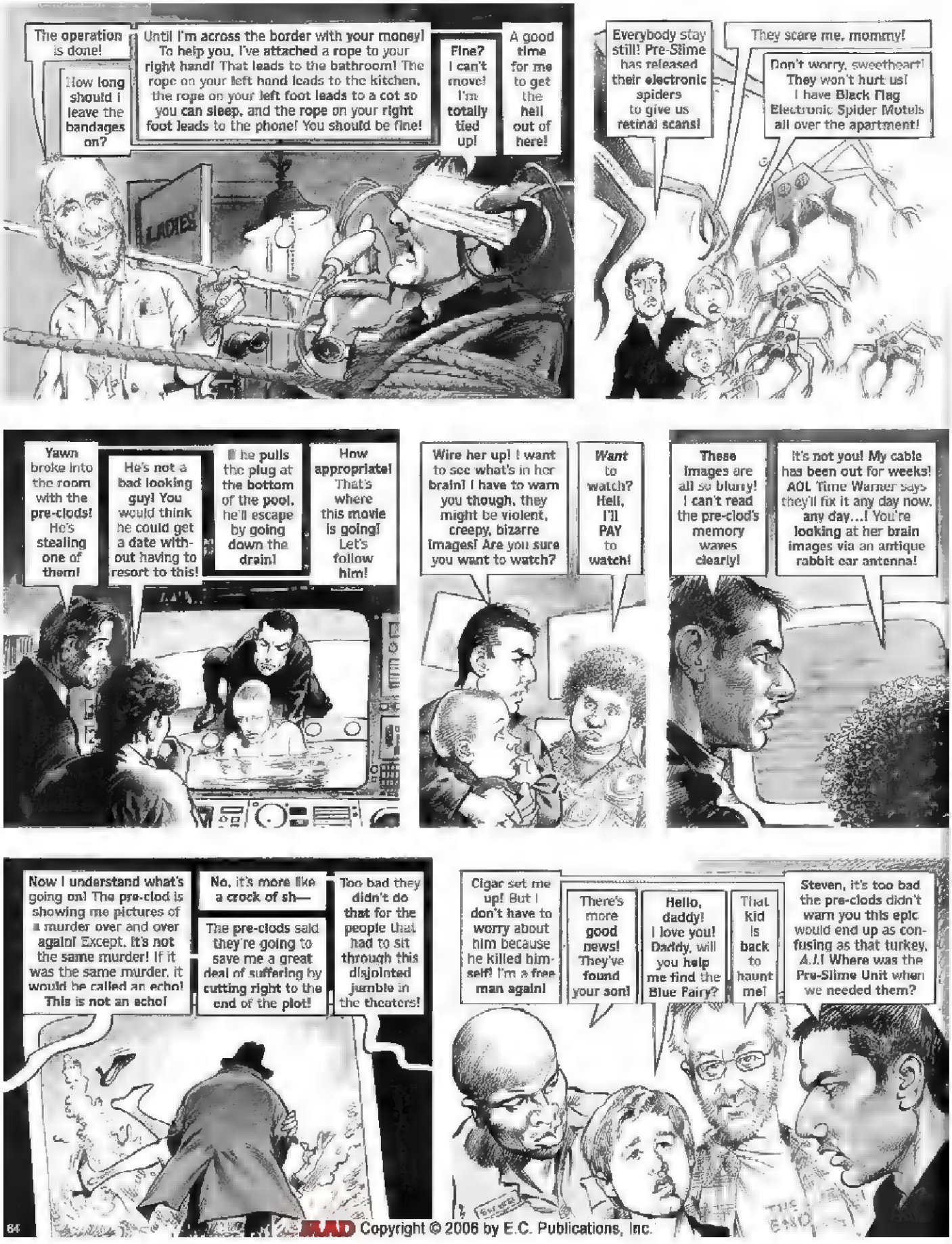
The operation is done!
How long should I leave the bandages on?
Until I'm across the border with your money! To help you, I've attached a rope to your right hand! That leads to the bathroom! The rope on your left hand leads to the kitchen, the rope on your left foot leads to a cot so you can sleep, and the rope on your right foot leads to the phone! You should be fine!
Fine? I can't move! I'm totally tied up!
A good time for me to get the hell out of here!
LADIES
Everybody stay still! Pre-Slime has released their electronic spiders to give us retinal scans!
They scare me, mommy!
Don't worry, sweetheart! They won't hurt us! I have Black Flag Electronic Spider Motels all over the apartment!
Yawn broke into the room with the pre-clods! He's stealing one of them!
He's not a bad looking guy! You would think he could get a date without having to resort to this!
He pulls the plug at the bottom of the pool, he'll escape by going down the drain!
How appropriate! That's where this movie is going! Let's follow him!
Wire her up! I want to see what's in her brain! I have to warn you though, they might be violent, creepy, bizarre images! Are you sure you want to watch?
Want to watch? Hell, I'll PAY to watch!
These images are all so blurry! I can't read the pre-clod's memory waves clearly!
It's not you! My cable has been out for weeks! AOL Time Warner says they'll fix it any day now, any day...! You're looking at her brain images via an antique rabbit ear antenna!
Now I understand what's going on! The pre-clod is showing me pictures of a murder over and over again! Except, it's not the same murder! If it was the same murder, it would be called an echo! This is not an echo!
No, it's more like a crock of sh—
The pre-clods said they're going to save me a great deal of suffering by cutting right to the end of the plot!
Too bad they didn't do that for the people that had to sit through this disjointed jumble in the theaters!
Cigar set me up! But I don't have to worry about him because he killed himself! I'm a free man again!
There's more good news! They've found your son!
Hello, daddy! I love you! Daddy, will you help me find the Blue Fairy?
That kid is back to haunt me!
Steven, it's too bad the pre-clods didn't warn you this epic would end up as confusing as that turkey, A.I.! Where was the Pre-Slime Unit when we needed them?

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EVERYONE
E
Mild Violence
ESRB
LOOK AT IT THIS WAY-
YOU EITHER WALK AWAY
A CHAMPION OR
A TOASTER.
BATTLEBOTS
BEYOND THE BATTLEBOX
ONE OF 16 REAL BATTLEBOTS, AS SEEN ON TV, OR BUILD YOUR OWN. THEN
LET THE STEEL CRASH AND SPARKS FLY. COMPETE WITH UP TO 4 PLAYERS IN THE
BATTLEBOX (ALL KILLSAWS AND PULVERIZERS INCLUDED) OR ENTER THE 4 NEW DEADLY
ARENAS. ANY WAY YOU CHOOSE TO PLAY, THE GOAL IS THE SAME: SURVIVE.
GAME BOY ADVANCE

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BLANKS FOR THE MEMORIES DEPT.

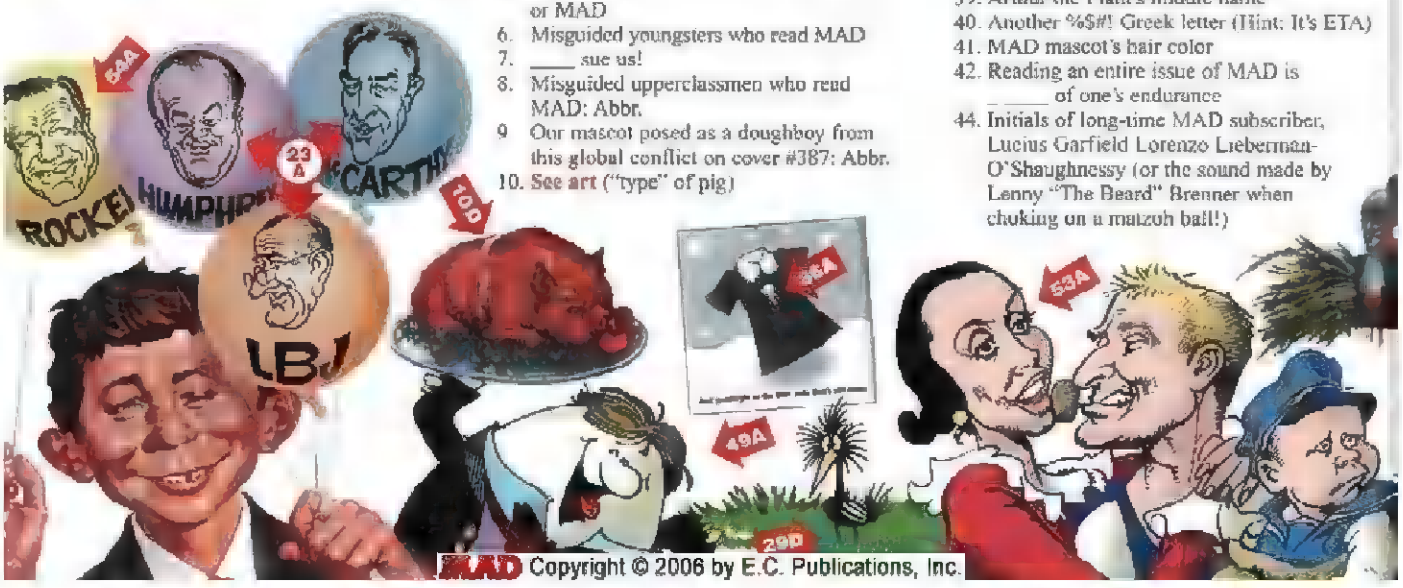
MAD's Ridiculous 50th ANNIVERSARY CROSSWORD PUZZLE

ACROSS:

1. MAD's price!
6. Our staff's ___ under pressure is aided by their natural lack of "warmth"
9. MAD mascot's slogan
12. Synonym for dope, jerk, boob, ninny... well, even you get the idea
13. On cover #208, Superman and our retching mascot ____ over Metropolis
15. Swill from our readers that appears in the Letters & Tomatoes Dept.
16. Member of the "Usual Gang"
21. Simians in *Planet of the Remakes* (MAD #411)
23. See art
26. Next to DC, our favorite electricity
27. ____ _. Neuman
30. MAD's first editor
33. Scrabble pieces needed to start Don Martin sounds "VaROOM!" and "VOMT!"
34. The "y" in "spy," pluralized
35. State where fewest readers complain about MAD (because it's the smallest): Abbr.
36. See art
37. On cover #346, the lawn is ____ by our mascot using a twisted hose
42. MAD mascot, initially
43. *Little _ _ _han Melvin* was in issue #9
44. Dave Berg's "The ____ Side"
45. Just write ETC here...okay?!
46. Bad smells (like those emanating from the garbage in MAD)
49. See art (literally)
50. Swerves, like our skiing mascot does on cover #212 (right into a tree!)
52. On the cover of MAD #341, our mascot goes to the ____ for our *Apollo 13* spoof
53. See art (last name)
54. See art (first name)
55. See art
59. MAD's debut year, for short
61. P, O, I, U, Y, and T on a typewriter, i.e.
62. The ___ _____ take for MAD's only movie, *Up the Academy*, was $37
64. Just read the clue for 12-Across again!
67. Mets' stadium 7.6324198799465342 miles from editor Charlie Kadau's MAD office
69. Film genre spoofed in *201 min. of a Space Idiocy* (MAD #125)
70. News summaries like those that might appear on *Broadcast Snooze* (MAD #280)
74. _____ fair in love and...MAD?
76. Satire, humor, _____ (3 things we've yet to get the hang of!)
77. See art (but lose the middle initial!)
83. Schlitz (from *Hokum's Heroes*) and Friday (from the very next clue!)
84. In issue #3, *Dragged Net!* was our version of this cop show
85. Org. the actors in MAD's *Up the Academy* belonged to (and were promptly asked to leave!)

DOWN:

1. See art (garment)
2. Issue #360 was our ___ SUMMER ISSUE!
3. Street name that would fit the Neumanism: "The suburbs are where they cut down all the trees and then name the streets after them."
4. Our mascot's initials (all jumbled up)
5. Word said in reaction to a foul stench... or MAD
6. Misguided youngsters who read MAD
7. ____ sue us!
8. Misguided upperclassmen who read MAD: Abbr.
9. Our mascot posed as a doughboy from this global conflict on cover #387: Abbr.
10. See art ("type" of pig)
11. "Shut yer ___!"
12. "__ da!" (successful phrase rarely heard around our offices)
14. Quantity of paper (500 sheets) used to come up with a typical MAD cover idea
15. Congratulations! You found the missing middle initial from 77-Across
16. Only a fool would write IMD here — so start writing!
17. In *The Sound of Money* (MAD #108) Mitzie sang about "dough," rather than this female deer
18. Adj. ending for moron
19. Shmork from Pork was our version of Mork from this planet
20. One of those Greek letters we hate in crossword puzzles (hint: it's TAU)
22. See art
24. (341# DAM) "reverof 'yfloD ollet!' gnigniS IriG ynuF a ___ naC uoY yaD nelC a nO"
25. One who attempts (not us, according to the Avis button on cover #115)
27. Another word for the lawyers MAD ridicules ...and then needs
28. One might assume from *A Letter to the American People* in issue # 416 that Enron execs are a bunch of big, fat ____ !
29. See art (bird's name)
31. Letters used in Sergio Aragonés' "marginals" to indicate sleep
32. ___ compoop
33. Spy __ Spy
37. See art (headwear)
38. Of ECCH! and AGH!, the one that fits here
39. Arthur the Plant's middle name
40. Another %$#! Greek letter (Hint: It's ETA)
41. MAD mascot's hair color
42. Reading an entire issue of MAD is _ ____ of one's endurance
44. Initials of long-time MAD subscriber, Lucius Garfield Lorenzo Lieberman-O'Shaughnessy (or the sound made by Lenny "The Beard" Brenner when choking on a matzoh ball!)



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45. Like a slippery sea creature in a poem from *MAD's For Better or Verse*
46. Mantra (that our "idiot swami" on cover #121 might chant—if he could remember it)
47. A prolific (and self-reliant!) writer, Frank Jacobs has done numerous ___ *-It-Yourself* articles!
48. Green goop the Ninja Turtles are standing in on cover #306
49. See art
50. Long-timers Mort Drucker and Dick DeBartolo (or retired soldiers)
51. See art
53. Modern art style actually used on a 1960s MAD poster
54. Next to the AFC, our favorite NFL conference to skewer
56. Next to "shucks!" our favorite word of humility to avoid
57. 9s in Roman numerals?
58. In *We'll Make a Fortune* (MAD #266), Pat Somejerk's negative reply to: "Is there a 'C'?"
59. The 3 consonants in FA FA FA
60. *Star Blecch* _____: *The Search for Plot* (MAD #251)
61. First or last letter of Roger's last name in *The Lighter Side*
63. Al Jaffee's longtime feature would be the OLD-N with these letters removed
65. We waxed poetic on the Caped Crusader in *Clooney* ___ *the Bat* (MAD Batman Spectacular)
66. Average grade of our average reader
68. Before Bush was a "bumbling shmuck" on cover #395, he was one of these at Yale
71. Poetic word meaning "before" used by the likes of Frank Jacobs
72. See art (nickname)
73. 2000 revenue-producing MAD addition
75. It goes downhill quickly in the winter (MAD does year 'round!)
76. Actor Brad drawn by Angelo Torres as Crusty Coolhand in *No Emotions Eleven* (MAD #416)
78. Likely abbr. to be found on one of our mascot's shirts
79. MAD's song "It's _ ___" is also known as "Burp Sharp Minor"
80. It would be really pathetic if you knew that Captain Klutz's hometown was ____-lopolis
81. Our group of 16-Across
82. We've given up! This answer made little sense in 4-Down, and yet here it is again!

Look for the answers in the next issue. Hopefully, we'll have figured them out by then!

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FOR YEARS, WHERE HAS THERE BEEN A MAJOR INTELLIGENCE FAILURE?

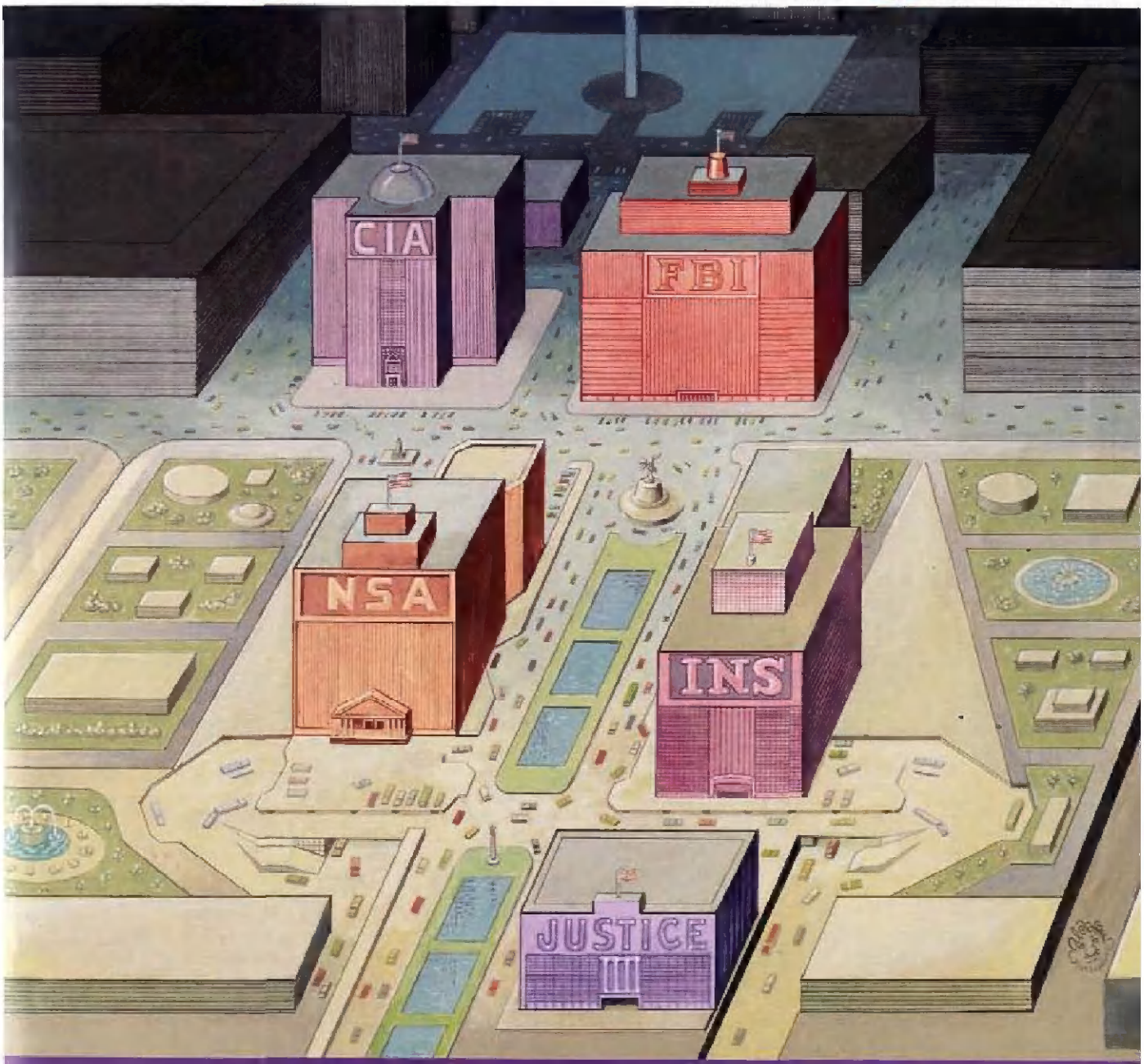
HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

These days it seems that no one knows the full story of what's happening with world and domestic issues. Everyone from the CIA to the President of the United States seems completely clueless. There is, however, one place where there has been the biggest intelligence failure of all. To find out where this is, fold page in as shown.

FOLD PAGE OVER LIKE THIS!

A FOLD PAGE OVER LEFT B FOLD BACK SO THAT "A" MEETS "B"



ONE THING ORGANIZATIONS KEEP SECRET FROM THE PUBLIC IS THEIR INTELLIGENCE FAILURES. FOR AGES WE HAVE DEPENDED ON THEM TO WARN US OF OFFENSIVE, HOSTILE ATTACKS. THEIR BUMBLING MAKES US APPEAR STUPID ALL OVER THE WORLD

A B

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